

# Closers vs. People Pleasers

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## Opening of a Relationship

The Closed Sale. What does that mean? In the sales industry, it simply means SOLD! And that is what every salesperson wants to happen. We all want to close a sale and sell it. Yet, many salespeople miss the opportunity to close a sale. They continue talking and never ask if the person wants to buy. Some almost expect the customer to stop them and tell them to write up the job. But why is that? Rather than closing the sale, it's best to look at this segment of the sales cycle as the "opening of a relationship."

How many times have we heard the expression "your attitude determines your altitude." While attitude plays a significant role in all the segments of the sales cycle, no where is it more critical than closing the sale! Your attitude must be one of total confidence and the assumption the customer must have your product right now.

## Rejection vs Objection

So, what is the definition of a close? The description of a close is getting a decision in the form of yes or no. If you get a no, that is okay. It is normal to get a no. Many salespeople do not try because they do not want to fail. The thought is that if a customer says no, it is a rejection of the salesperson.

Many salespeople don't close because they fear the objection is a rejection of them. In reality, getting a no is not a rejection of you. It should not discourage us because it is part of the process. Studies show 63% of all sales interviews end with no direct attempt on the salesperson's part to close the sale. Making it appear most salespeople hope the prospect will interrupt them as they drone on with their presentation.

Why don't, or maybe the question is, why won't more salespeople attempt to close the sale? The only obstacle we can think of is the fear of rejection. If this sounds familiar to you, you are not a sales professional but a professional visitor! Have you ever seen a place on a bank deposit slip for "just visiting?" Failure to close is closely related to the natural fear of being turned down, antagonizing the prospect, and embarrassment.

## Key Takeaways

Making the sale is the sum of the actions from first contact with the prospect until he is satisfied with his purchase. Every aspect of the sales discussion with the prospect has been a prelude to the close.



From the initial meeting, where rapport is established, to the discussion and questions determining needs and motivations, and through the presentation—all your hard work is designed to get the sale. If there is ever a logical step in selling, it is closing.

However, a true sales professional understands that his job is to get the customer to decide—yes, no, or a continuation. A continuation is the next meeting - if required on commercial sales. But be forewarned; you must get a date set for the appointment. You cannot leave it hanging; that is not getting a decision from the customer.

Good luck and always remember, if you don't make a sale, you work for free.

Jack