

Closing the Sale

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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”?

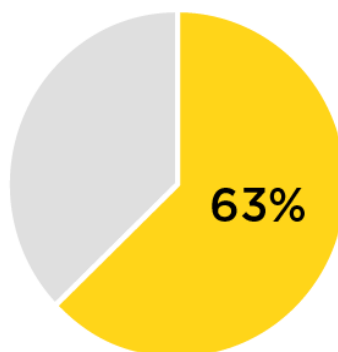
While attitude plays a significant role in all the segments of the sales cycle, no where is it more important than Closing the Sale!

Your attitude must be one of total confidence and the assumption the customer MUST have your product right now! I once read that “timid salespeople have skinny kids.” If you have a positive attitude that you’re protecting lives and property and providing a community service to your sales territory, you can fly with eagles in the sales business!

Ask...**What is the definition of a close?** The definition of a close is getting a decision. Yes or no. If you get a no, that is OK. It is OK to get a NO. Many sales people do not try because they do not want to fail by getting a no. They think if the customer says no, it is a rejection of them. However, a true sales professional understands that

their job is to get the customer to make a decision. Yes, no or a continuation. A continuation is a next meeting if required. But be forewarned, you must get a date set for the appointment. You can not leave it hanging; that is not getting a decision.

When it comes to CLOSING THE SALE, a large percentage of salespeople take on a very interesting characteristic — they’re scared! I once read that 63 percent of all sales interviews end with no direct attempt on the salesperson’s part to close the sale. It appears most salespeople hope the prospect will interrupt them as they drone on-and-on in 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 being rejected. If this is what you’re doing out there every day, you’re not a sales professional... (Failure to close is closely related with the natural fear of being turned down, fear of antagonizing the prospect, fear of embarrassment.) ...you’re a professional visitor! Tell me, have you ever seen a place on a bank deposit slip for “Just Visiting”?

Making the sale is the sum total of the steps you go through from the time you first contact the prospect until he is satisfied with his purchase. Every aspect of your discussion with your prospect has been a prelude to the close. From the initial meeting where you established rapport, to the discussion and questions determining needs and motivations, and through the presentation — all your activities and hard work has been designed to Get The Order.

If there is ever a logical step in selling, this is it — Closing!

SALES TRAINING NOTES



Up to this point in the sales cycle, you have been working on what is now popularly called the “consultative” selling approach — where you view people like family members and friends rather than like dollars. (This is also called the “warm and fuzzy period.”) As a result, there is no need to rush the prospect. Instead, you lead the person to the appropriate conclusion — the transfer of his money for your products and services. This “style” creates a positive, win-win situation, which is helpful for referrals and repeat business.

Prospects seldom insist on buying without being asked. They expect you to do what you came to do... Ask Them to Buy! SOMETIMES YOU JUST GOTTA ASK! The biggest problem, as we said, that salespeople have in closing is actually ASKING FOR THE ORDER.

Question: Have you ever heard a client ask to place the order himself?

A few years back, a study was conducted to learn America’s attitude about decision making. A huge percentage of the people said they hated to make a decision. The next time you want to go to lunch with a friend, ask, “Where do you want to go for lunch?”

“I don’t know, where do you want to go?”

“Well, you decide.”

“No, you decide...”

Give your friend a choice, “Do you want Chinese food or a hamburger?” and listen to the difference. Try it with your spouse or friend when you’re going out. You will be amazed at the difference in the response.

Psychologically, it is easier for clients to say yes to you than for them to “ask for the order.” Furthermore, most people fear change, even if it’s positive. If sales is your chosen profession, it is your responsibility to help your prospects make decisions and acquire those things which are in their best interest. Otherwise, everything you’ve done has, and will be, a total waste.

Take care my friends and always remember: if you don’t make a sale, YOU work for free.

See you next time!

Jack