



Secrets of Closing the Sale



THE PSYCHOLOGY OF CLOSING

THE HEART OF YOUR SALES CAREER

THE SALES PROFESSIONAL

IMAGINATION AND WORD PICTURES

NUTS AND BOLTS OF SELLING

THE KEYS IN CLOSING



The Psychology of Closing



CREDIBILITY: THE KEY TO A SALES CAREER

- The salesman philosophy: you can get everything in life you want if you will just help enough other people get what they want.
- To help others get what they want you must first understand what they want. They want the best solution to their problems. You provide the solution by persuading them to use your goods or services.
- The customer will continue to use and reap benefits from your product long after you spend your commission or payment for the product. Therefore who makes the better deal?

THE PROFESSIONAL SELLS AND DELIVERS

- Need analysis: what needs does the customer have and what needs can you uncover that they may not know about.
- Need awareness: a salesman must listen carefully and think about the details of the need.
- Need solution: we all buy benefits of the product not the product self. Always lead with the need. “Why do you want braces?” – “I don't want braces, I want straight teeth!”
- Unless the prospect sees, understands, and believes that there is a problem, there is no problem.
- A successful salesperson is armed with integrity, a product he or she believes in, and they desire to get the products into the hands of as many people as possible. They are even more powerful when you add persuasion skills to the mix.
- If you wait until everything is exactly right before you make a decision to do anything, then you will never enjoy the things in life you are entitled to.
- We as salespeople have a strong moral obligation. If we sell a good product at a fair price, if we honestly feel it does help the prospect, then we have a responsibility to learn everything possible about how to make the sale so we can help them get what they want and so can we.

The Heart of Your Sales Career



THE RIGHT MENTAL ATTITUDE

- A “what's in it for me” attitude vs a “what can I do to help” attitude, is a great disservice to them and you.
- The salesman with high self-esteem is anxious, loves to sell, and is eager to get face to face with the customer.
- “If you want to meet a person who has no problems go down to the cemetery.” - Norman Vincent Peal
- Remove yourself from the situation emotionally. None of it is personal. No one can “get under your skin” without your permission.
- More people spend their time angry about things in the past and worried about things in the future. As a result, this causes them to become paralyzed in the present.
- You should judge a prospect. Judge them, condemn them, find them guilty of buying until they prove themselves innocent.

YOU GOTTA HAVE LOVE

- Selling is a transfer of feelings. To sell you must have strong feelings.
- One of the things salesmen like most about the selling profession is the variety of experiences. No two days are the same. Every day is a new challenge with something new to learn.
- Believing in what you are selling is so important if you are going to be successful in the field of selling.
- If you truly are puzzled why anyone would not want what you are selling then you are on the right track.
- When we become completely aware of the extent of the decision and the impact it has on that person, then we become more empathetic and deal with them more effectively.
- Learn your business. Love your business. Be in your business every time you meet somebody.

The Sales Professional



EVERYBODY IS A SALESPERSON AND EVERYTHING IS SELLING

- You are what you are and where you are because what you allow to enter your mind. What do you watch? Read? Listen to? Do?
- Either you, the salesperson, sells the prospect that they can and should buy, or they sell you that they can't or won't buy.
- Not quitting is what separates the extremely successful, in any field of business or any area of life, from those who just get by.

CHARACTERISTICS OF THE PROFESSIONAL SALESPERSON

- Its not an alarm clock, its an opportunity clock.
- 86% of salesman have “call reluctance.” You can't get rid of the butterflies, but you can get them flying in formation for you.
- Be consistent. Make an appointment with yourself to start your prospect calls at the same time everyday. The secret of getting ahead is getting started.
- Those who keep detailed records or their time are significantly more productive.
- What you do off the job determines how well you perform on the job.
- Efficiency is doing things right, effectiveness is doing the right things.
- Higher income sales professionals work smarter not necessarily harder. Focus on the actions that produce the highest results.
- Ability can take you to the top but character will keep you there.
- The right words, voice inflection, and intent will substantially improve your professionalism and the result will be more sales.
- High performers in the world of selling establish trust through 1 on 1 eye to eye communication with customers. They maintain trust by personally accepting responsibility for closing the sale and following through until the product is installed and functioning satisfactorily.

The Sales Professional



LEARNING AND USING SELLING TECHNIQUES

- A salesman's career depends on what he does with what he knows, not just what he knows.
- A green salesman is better than a blue salesman. Always continue to grow.
- The spectacular achievement is always preceded by unspectacular preparation. The blood. The sweat. The tears.
- Persistence is what separates the successful salesman.
- No one is a natural born anything. We become what we are through our efforts and our training.
- People like to buy stuff. And people like to buy stuff from people who like to sell stuff.

THE SALESMAN'S FRIEND

- You can learn more from a book in an hour than you can from television in a month.
- Your imagination needs to be active if you're going to be at your best in the world of selling.
- "You'll be concerned about price only when you buy. You'll be concerned about quality over the lifetime of the product."
- "If there is a way that I could show you that the price is more than fair and the product is worth every dime, would you go ahead and take advantage of our offer today? If not, may I ask why?"
- "Is it better to invest a little more than you planned than a little less than you should?"
- "Why settle for the 'get by' when in the long run the good cost less."
- When a decision is being made, a person's heart beat increases. The result is the feeling of fear. Therefore, all prospects need reassurance that they are making the right decision.
- If you drive 12,000 miles a year, in the matter of three years you can get the equivalent of two years college education by listening to material in your car. Feed your mind on a regular basis.

Imagination and Word Pictures



IMAGINATION IN SELLING

- A salesman must inform the prospect of the benefits not just the functions. Sell the product of the product.
- People don't buy on what they hear, see, or what you say. They buy based on what they believe.
- A product is worth what it can do for you, not the price.
- Selling is the only thing that contributes to profit. Everything else contributes to cost.
- Failure to hit the target is never the fault of the target. Likewise failure to buy is never the fault of the prospect.
- Logic makes people think. Emotion makes people act. If you tie the two together, you will end up with more sales today and happier customers tomorrow.

USING WORD PICTURES TO SELL

- Outstanding sales professionals are word merchants and picture painters.
- Portray: beauty, luxury, love, satisfaction, enjoyment, success, performance vs just features.
- Dwight D. Eisenhower defined leadership as, "The art of getting someone else to do something that you want done because he wants to do it."
- If you paint your prospects into owning whatever it is that you are selling you're going to be way ahead of the game.
- Warm descriptive words paint pictures. Those pictures have a substantial impact on the buyer's decision whether or not to buy.
- Don't talk your way into a sale. Listen your way into a sale.
- Never become defensive, argumentative, or antagonistic. Always listen enthusiastically, lovingly, and optimistically.
- Selling is just an educational process for the prospect and you are the teacher. Show them the value.

Nuts and Bolts of Selling



USE OBJECTIONS TO CLOSE THE SALE

- The great unspoken objection is the fear of loss, which is significantly greater than the desire for gain. This enters every person's mind, especially when making a large purchase.
- When your prospect says *no*, the reason is most often because they don't *know* enough.
- When a prospect says, "I'm not interested." Respond calmly with, "I'm a little surprised that you're not interested. Would you mind sharing with me what the reason is?"
- When you get an objection: Q- question. U- understand. I- identify the objection. E- empathize with the prospect. T- test it.
- 5 Reasons Why People Don't Buy: No need, no money, no hurry, no desire, no trust.
- The key to selling more is to uncover the real reason why they are not buying and finding out what they really want.
- People buy what they want when they want it more than the money it costs.
- 63% of all sales calls have no attempt to close the sale. This is because these sales people are afraid of rejection.

USE QUESTIONS TO CLOSE THE SALE

- The most important aspect of the sales process is trust. Trust can be built by asking questions.
- Make conducting an interview (asking questions for needs) with your prospect your goal.
- When you ask questions, customers can not argue with the answers they give themselves.
- "Do you like it? Do you want it? Can you afford it? When do you want to start enjoying the benefits?"
- "Can you see how this would save you money? Are you interested in saving money? If you were to start saving money when would be the best time to start?"

The Keys in Closing



HERE IS A SALESMAN

- The secret to selling is to speak from the heart not the head. When you speak from the heart, the deepest and innermost sincerity speaks. One cannot speak from the heart unless he truly believes in his product and service. This means he must have paid the price of obtaining the profound knowledge of his product and service. He must also believe that his product and service is unquestionably what the customers needs.
- “Successful people get the facts, they make a decision on them, they act on that decision, and they stay with that decision.” - Andrew Carnegie
- Until you take responsibility for your future you will continue to relive your past.
- Enthusiasm is an outward expression of an inner feelings. It comes from the Greek words “in Theo’s” meaning God within.

THE CUSTOMER IS THE WINNER

- Often times people buy not because they understand our offer, but because they feel we understand them.
- “You make the sale when the prospect understands that it will cost more to do nothing about the problem than to do something about the problem.” - Ben Feldman
- The moment you realize that there are those who could not or should not buy your services, you will begin to sell more to those who can and should buy.
- If your product will solve their problem, the customer is interested in buying even more than you are in selling.
- If what you’re selling is good, why would you be hesitant to use every method, means, and procedure to help that prospect arrive at a proper buying position?
- What possible man could possibly say no, I don't want your help growing my business?

The Keys in Closing



SALES SUCCESS

- You can get everything in life you want if you will just help enough other people get what they want.
- When your heart is right, your career is right.
- The best paying hard work in the world is selling and the poorest paid easy work in the world is selling.
- The profession of sales is a daily task that you must continue to learn to be better tomorrow.
- Your pay raise will be effective as soon as you are.
- The better the salesman manages their life the better they can manage their business.
- Success in life and in selling is all about simplicity. Do the little things that make the big difference.
- The sales professional doesn't count time. He makes time count.
- The salesman must understand the proper balance of the home and the career and understand that to be successful in only one area of life is the biggest failure of all.
- Repetition is the mother of learning and the father of action. It is the architect of accomplishment.
- Happiness is not in pleasure, it is in victory. When you do what you need to do when you need to do it, you will be able to do what you want to do when you want to do it.

Have good judgment, good commonsense, and put in an awful lot of hard work. Buy the ideas. Follow the procedures. Believe in them. Believe in you. Get to work. Study. Grow. Learn. Be enthusiastic about what you're doing. Love what you're doing. Believe in the products and services you provide. Get out there with the belief that, yes I can solve that person's problem and by solving their problems my career and life will be intact.

