

What is Closing and Why is it Important?

Business makes the world go around. The economic engine that drives progress forward, provides for creature and material comforts and makes civilization possible is fired by the dynamics of business. This is all well and good, but it does raise another question. What is it that drives business?

Some people might point to products and services as the power that moves the business world forward. In some ways, they would be right. Innovation and quality in products and services are extremely powerful market forces that shape the world's economies. Without that drive and creativity, business as we know it would be moribund. Yet, the question remains unanswered. If products and services aren't the full motive force, what is?

Some people might point to sales as the main force behind the business machine. In very many ways, they would be right. Sales are important to each and every business out there. Without sales, there would be no business, since all those innovative products and services would remain on the shelf, unpurchased. Yet, if you think about it, the original question is still unanswered.

One of the most important elements in the business world is the skilled salespeople who move the innovative products that businesses produce, thus generating profit. Without the closers in the salesforce there would be no sales. Without sales there would be no profits. Without profits businesses themselves would dry up and the world's economy would grind to a halt.

So, if the closers in the salesforce are so important, what exactly are closers? That is another excellent question. Understanding what closing entails is the first step towards building a stronger, more profitable business.

Closing, at its most basic, is the art and science of convincing a potential customer to purchase a product or a service. Closer refers to those salespeople who are able to perform this task, over and over, on a regular basis. The closers in the salesforce are the superstars of the sales world. They are envied and grudgingly admired by salespeople who secretly wish they had what it takes to be considered

a closer. Closers are the rock stars of sales and they are treated the same. Any and all sales forces would consider them an important asset in their sales arsenal. They are the people who get the job done when everything is on the line.

So, the next time you consider the business world, remember the closers. Without them the world would be a poorer place.