



It's Not Sold Until It's
CLOSED

The Right Way to Successfully Close a Sale

What is it that drives the world of business? If you said customers, you'd be right. Every business needs a steady flow of customers in order to remain viable. If you said products, you'd also be right. Without something to offer those, hopefully, steady streams of customers, no business would remain in business for long. However there is one thing that is, arguably, more important to any business than either customers or product. That one thing is sales. Without sales there are no customers buying the products for sale. When you look at it in this light, sales are the engine that drives the machine of business.

If sales are the most important element in the business world, then you have to ask yourself what is it that is driving sales. One possible answer is demand. Consumers have to need a particular product before that product can be produced in a financially feasible manner. Another possible answer is presentation. Even the most in demand product will not sell until it is presented to the public in an attractive and desirable package. However, there is one other factor that actually is driving the sales that powers the world of business. That factor is the successful close to a sales transaction.

If a business needs sales to turn a profit then those sales, by necessity, must be successful. This fact seems so obvious that it doesn't need stating. Yet, if you look closely enough, the process of successfully closing a sale is the hidden motive force behind the economy of the entire world. If it weren't for the men and women who successfully negotiate the untold numbers of successful sales that occur each and every day, where would any of us be? These closers are the warrior heroes of the business world. Their expertise enables each of us to enjoy the fruits of the world economy that are at our fingertips for the taking.

So, if you are a business owner, salesperson or online entrepreneur who is looking to increase your profits by increasing your sales, pay attention. Understanding the right way to close any sale is your best strategy to increase sales conversions, thereby putting more money into your pocket at the end of the day. So, let's take a closer look at the process of successfully closing a sale.

Preparation Is Key

Every successful closer knows that preparation is the number one component of any successful sale. So, what makes up proper preparation? Well, it's a number of different things that work together to create the proper atmosphere for sealing a sales deal.

First, a successful closer is motivated to make the deal work. His or her colleagues and customers sense the drive behind this motivation and respond appropriately. If you act like the deal is already done, then it probably is already done. Attitude can be everything when applied at the right time and in the right amounts.

A closer believes in themselves and believes in what they are doing. This belief manifests itself in a self confidence that is immediately apparent to everyone around them. Don't mistake this belief inspired self-confidence for cockiness, it's not. This assuredness is grounded in a calm certitude that one is on the right course and hitting all the marks.

The closer knows that a customer or competitor can smell fear and uncertainty a mile away. That is why they work hard to develop the knowledge and skill sets necessary to completely conquer fear and uncertainty and eliminate the same from their lives. It's only by doing this that the closer creates the proper atmosphere required for success. That atmosphere, in turn, requires preparation. The one is tied to the other. The takeaway here is that the failure to properly train and prepare is very often fatal on the open marketplace.

First Impressions Count

We are all the products of the environments in which we developed. This means that we have certain kneejerk instincts and reactions that occur automatically, without our conscious control. Successful salespeople understand the nature of these instinctual reactions and use them to their advantage.

More than anything we are visual creatures. We see things far better than we smell, hear or taste them. Eyesight is our trump card. It's no wonder then that

most of our visceral, instinctual reactions arise out of what we see. If we like what we see, we're attracted to it, if we don't like what we see, we're repelled. It's technically more complicated than that, but on a broad physiological level, that's the way each and every one of us operates.

So, how does this translate to sales? Well, think about it. In your experience, how do you feel about someone who is not appropriately dressed for a given social or business situation? Don't rationalize your feelings. Simply think about your initial, kneejerk reaction. My bet is that the reaction you had was not positive. That's ok. There's a reason that it wasn't.

You see, way back when, we had to rely on what we saw to determine if it would hurt us or help us. Sometimes we misinterpreted what we saw and we suffered for that mistake, but we also learned not to make that mistake again. That learned behavior still affects us today. We unconsciously judge what we see in order to predetermine whether it will harm us or help us.

The successful salesman knows this fact. So do the military, law enforcement organizations and secret social societies. That's why they all have uniforms. When you see a uniform, you visually trust and respect the person wearing that uniform. You instinctually know who they are and what they are doing.

Your potential customers expect to see your uniform. It doesn't need to have badges, medals or brocade, but it does need to be clean, neat and appropriate to who you are and what you are doing.

Your Ears Are Your Best Friends

If people are talking, the only way to access the information being broadcast is to listen. Unfortunately, many people, for one reason or another, have turned themselves off and tuned themselves out when it comes to listening. Hearing instead of speaking has become a lost art. Smart salespeople have realized this and have begun using their ears to benefit their bottom lines.

Your customers, leads or potential sales have come to you for one reason. They have a problem that needs solving or they have a need that requires filling. Your job, as a salesperson, is to facilitate a solution to that problem or an efficient way to meet that need. That's all you're there for. The sale is absolutely, positively not about you. It is most certainly not about your needs. It is positively not about your ego. The sale is about the customer with that problem or need.

Smart salespeople understand this dynamic. They listen to their customers. Why do they listen? Well, first lending a friendly ear allows the salesperson to develop a rapport with the client. This rapport builds trust and trust is the icing on the cake when it comes to a successful close.

However, more importantly, listening gives the smart salesperson the keys they need to close the sale in their favor. You see, customers all have problems and needs that require filling or solving. If they didn't have a problem or a need, they wouldn't be in the marketplace to begin with. They also want somebody to solve their problem or meet their need at the least cost to them. That's also why they are there.

A closer understands their function in the dance of meeting needs and solving problems. When a smart salesperson listens to a potential customer's problem they know that they've just been given an important bit of insider information that can help them to make the sale.

By asking a few well phrased and pointed questions, the closer can also determine how the potential customer wants their problem solved or their needs met. Once in possession of these two bits of key information, an experienced salesperson can close the sale in their sleep. They know what the customer wants or needs and they also know how the customer would like those wants or needs met. The takeaway here is that all this information was acquired through the simple act of listening.

The Actual Close Itself

The actual close itself is a simple, straightforward process. The closer smiles at the potential customer, asks them if they would like their problem solved or need met and then shuts the heck up. If the closer has followed the steps listed above, the result will be a sale and a satisfied customer. However, it is at this simple, yet critical, point that many inexperienced salespeople go off script and, by doing so, talk themselves out of a close. When it comes to the close, make your pitch and step back. If you've done the right moves and taken the right steps leading up to this moment you're going to be rewarded with another customer and a bigger bottom line. Congratulations.