

## **How You Approach a Sale Matters When it comes to Closing**

If you're in business, you obviously want to make sales. Sales equal profits and without profits you soon won't have to worry about sales because you'll be out of business. If sales are so vitally important, then it is equally important that you decide the best way to approach your customer base with offers. Depending on the customer and the product or service on offer, deciding on the correct approach is often the difference between closing the sale and losing the sale.

One of the most well-known, as well universally loathed, sales approaches is the hard sell. We've probably all been subjected to the hard sell at one time or another. A pushy salesperson that won't take a hint and won't back off is no one's idea of a good purchasing experience. No one wants to be treated like a commodity or an idiot. Unfortunately, the hard sell salesperson does both to their customers. Why mention it here? It's only to warn you never to employ the hard sell approach on your customer base.

So, if not the hard sell then what is the proper approach? Well, the opposite of the hard sell is the soft sell. Now, the soft sell is a legitimate sales approach. In the right hands, through the use of careful suggestion and comment, it can gently persuade the customer to buy. Be careful of the soft sell though. With the wrong product or in the wrong hands it can fail miserably.

A sales approach that has stood the test of time is selling against the competition. It's still being widely used today because it works. You probably encountered this approach the last time you went grocery shopping. To sell against the competition, you simply price an item you sell lower than the price your competitors are charging for that same, or similar, item. Customers love to save money and if you can beat your competitor's prices and still remain profitable, then those customers will be beating down your door.

Selling on value is another time honored sales approach. When you sell on value you don't stoop to getting into price wars with your competitors. Instead, you keep your prices higher and let the customers see the value of your items over the value of your competitor's items. With high ticket products, this approach is very

successful. This is so, mostly because these types of products don't lend themselves to "bargain" sales. After all, who wants cut rate caviar?