

The Closer

The Anatomy of a Closer

- ✓ Closers are defined by their methods, as well as their outlook;
- ✓ Closers internalize these methods and approach each sale in a positive frame of mind;
- ✓ Closing is not a 9 to 5 job, it is a way of life;
- ✓ Closers are highly motivated individuals who are in the game to win the game;
- ✓ Closers are confident in their abilities and believe in themselves and the solutions they sell;
- ✓ Closers understand that trust is the most important aspect of selling. They use their understanding of human psychology to establish this trust in a sincere and genuine manner;
- ✓ Closers focus on the customer's needs and wants, not on their need to make a sale.

The Set Up

- ✓ A closer is prepared to close the sale before the sales pitch starts;
- ✓ Knowledge is power. A successful salesperson knows and understands what they are selling and who they are selling it to;
- ✓ A closer dresses for success. They dress appropriately for the situation because they know that they have only one chance to make a good impression;

- ✓ Sales come from leads and leads come from everywhere. A closer knows this and is prepared for any sales situation that may arise;
- ✓ How you carry yourself and how you speak are as important as how you are dressed when it comes to a good impression. A firm handshake, solid eye contact and a clever opening go a long way to guaranteeing a close;
- ✓ Your prospect is telling you how to close the deal. A closer understands this and listens to his or her prospects to learn the best way to close.

How to Close

- ✓ Timing is of the essence when it comes to a successful close. If you've done your job, your instincts will tell you when the moment is right to "pop the question";
- ✓ A salesperson is a facilitator and nothing more. A closer knows this and brings his or her focus to the customer and their problem, not onto their need for a sale;
- ✓ Listen to your customer and develop a relationship based on trust. This will pay dividends when it comes time to close;
- ✓ Listen to your customer some more. They will tell you their problem and how to solve that problem. Armed with that information, a closer is unstoppable;
- ✓ Smile, ask for the customer's business and shut up. If you've done your job, the outcome is guaranteed and needs no further help from you;
- ✓ Follow up after the close with any paperwork to legally seal the deal. Also ask for referrals and recommendations. They are an excellent source for new leads.

Sales Myths or What Not to Do

- ✓ There are several sales misconceptions that a closer avoids at all cost;
- ✓ Sales materials are no substitute for skillful salesmanship;
- ✓ If you're not talking to the person who has the authority to make a sales decision then you're wasting time and effort. Do your homework and talk to the right person from the start of the sales process;
- ✓ No one likes the hard sell. No one.