

4 Closing Techniques

Handling Objections

Objections are a normal and healthy component of the sales process. The difficulty for most sales representatives is the psychological and technical challenge of meeting an objection head on.

- Learn to better prepared mentally and emotionally
- Distinguish between concerns and objectives and learn how to deal with both
- Learn different approaches to handling tough objectives by uncovering hidden concerns

Listening Problems

Research shows that more than half of what has been heard will be forgotten within 24 hours. It can be difficult to concentrate while listening. This stems from the fact that we tend to think much faster than we hear, therefore allowing some “spare-time” to think about other things. Learn seven simple steps to becoming a better listener.

Closing

Closing is the term used for the final stage of sale. The closing is the part where you actually get the prospect to sign on as a client. Closing is a very delicate subject that will always create strong feelings. This is when you need to influence another human being into making the final commitment to buy what they want and need.

Buying Signals

Throughout the sales process you will be getting a multitude of signals from your prospects some will be verbal, but most will be non-verbal. Learn to recognize and read these signals. They will provide you with a good indication as to how close you are to making the sale.

Ask for the Order

In complex sales, much time may have passed, and frequently, more than one sales meeting held between the first appointment and the final handshake. With a prepared summary of your previous conversations, you will help the prospect by reviewing the important facts before asking for the order.

- Learn the elements required to convince a prospect to close
- Familiarize yourself with the many types of closes
- Discover the 10 things to remember about making a close

Follow – Up

Congratulations! After all of your preparation, your presentation and a successful close, you got the sale. But you are not finished yet. Discover how to ensure that your new customer becomes a repeat customer.