

# Mastering the Close

The difference between an Outstanding Sales Person and an Ordinary Sales Person can often be reduced to one essential: their ability to close business deals.

In sales, you are rewarded or punished entirely for your ability to win new clients, close new business, and get new orders signed. You may be a “nice” person, you may be a rotten person, you may be a tyrant, you may be the favorite of the CEO, but when it comes time to pay the commissions, the TOP Performers will rise to the top of the list.

Top performers deserve the highest rewards. And top performers are almost exclusively the best Closers. Therefore, it should be your top priority to understand in GREAT detail the anatomy of a closer. Your success, your income, and your happiness depend on how well you master the secrets of Closing.

If you’re already a great closer, you don’t need to read any further. However, if you are NOT a great closer, this article is written for you. And, if you’d like to become a better closer, this is also written with you in mind.

Read on....

## **The Attitude of a Closer**

If you are a Salesperson, you are wired for performance. I think of Salespeople as Olympic athletes. They are highly competitive, they practice diligently, they love to race against their peers, and they live for the thrill of victory!

To be an outstanding closer, you need to have the correct attitude, and that begins with your self-image. Do you see yourself as a successful person? Are you naturally positive? Do you feel your life is good and getting better? Do you enjoy being a salesperson? Do you enjoy being around people? Are you generally optimistic? If you answered these questions generally in the affirmative, that’s an important start.

Bottom line is this: your EXPECTATIONS of what will occur in sales are very powerful. If you expect that your prospect will want to buy your product, if you expect they will be interested in learning about it, if you assume they will be friendly, if you are positive they will share your enthusiasm, then there is a very high probability it will be a pleasant and successful encounter.

On the other hand, if you approach the sale with a black cloud over your head, with pessimism oozing out of your pores, and with a negative attitude (“they’ll probably say no and this is a waste of time”) then that is precisely the attitude your prospect will reflect back to you. No begets No!

What's this have to do with closing?

The most important part of your sales presentation is the Close, and it is vital it be approached with the correct attitude. This is where you will summarize the benefits and value to the client, and this is where you will ask for the order. This is where you look the prospect squarely in the eyes, ask a closing question, shut up and wait for their response.

If you are worried, if you are nervous, if you are fearful, if you are yourself negative during the close, it will BROADCAST in high-definition full color images to your prospect. If the close is "fumbled" it will drive your prospect away faster than a preacher at a cocktail party.

Good Closers practice their lines, over and over and over again, until they can say them in their sleep. They know exactly what they will say and when they will say it. They know how to verbalize with impact, they know the right emotions to display, and they know how and when to listen. They know exactly how to respond when they encounter questions or objections. They are confident, well-trained, and relentless. They will not give up until they win the race!

All this requires experience and a lot of practice. Good closers make it look easy, but that's because they have mastered this important task. And so can you!

## **The Sales Presentation**

***"The Close is the logical conclusion to a well-delivered sales presentation."***

**Eric Lofholm, master sales trainer**

A well-delivered sales presentation is a sequence of selling points, each with its own unique value proposition, supporting material (facts, diagrams, stories, testimonials, proof points) and trial close. To sell any product or service, you need to reduce the argument to a small number of compelling value statements, and then you need to have your prospect AGREE with each of the selling points.

Each of the selling points winds up with its own trial close, and each requires a positive affirmation from the prospect. This could be a series of "Yes" responses, it could be a head nod, it could be a big smile or laugh, it could be leaning forward in their chair with anticipation. The body language and the verbal signals will deliver the message loud and clear: "I agree with this point."

As each point is made and agreed upon, the excitement builds. The atmosphere becomes more and more positive. The client begins talking in terms of "when" and not "if." When you talk about them using the product/service with great

benefit, they will add additional benefits. They will begin participating in the sale. In many cases, they will even sell themselves while you sit back and watch it occur. Your job may become staying out of the way while they rush into signing the order.

Your observation skills during the sales presentation are vitally important. If you do not “land” the selling proposition and you do NOT get a positive response, it’s time to stop and figure out what went wrong. If your prospect is not agreeing, not smiling, not leaning forward, you have just been signaled loud and clear: Warning! Danger! Do Something!!!

Immediately pause, begin asking questions and listening. What did they disagree with? What confused them? What didn’t make any sense to them? What did they miss? Listen carefully to what they answer and to their emotions, and you will be able to understand how to get things back on track.

As soon as you’re back on track, proceed with the rest of your sales presentation. Remember, keep it simple, keep it compelling, keep it short. Most sales presentations delivered to a single prospect can be completed in 30 minutes or less, even allowing for questions.

With the correct attitude and with a well-delivered sales presentation, you are now perfectly prepared for the final touch: the closing question and gathering the customer’s signature!

In our article next month, we’ll present three of the most effective closes and how to handle the most common objections. Stay tuned!