

There are hundreds of closing techniques and here is why nearly none of them work

There are at least 100 closing techniques you can use to ask for the order! The truth is none of them work if the customer has not decided to buy. The secret is not to try too hard to close, rather you should help the customer want to make the purchase.

When a customer has made up their mind that they are going to buy, they buy, they do the closing. From time to time you should try to discover just how much you have accomplished in transporting the person in front of you to a state where he or she sees themselves using what you have to offer to their advantage. This can be done with "qualifiers" put in the form of questions such as, "How do you plan the merchandise this?"

The psychology of the "close" has been so talked about by sales experts that it has frightened more sales people than it has helped. When a person has made up their mind that they are going to make the purchase, they do the closing, they buy, you don't sell them except to make it easy for them to sign an order.

You started to close the moment you decided to call for the appointment. You are closing all the way through the process. This magical key of transporting the customer to a state where he or she sees themselves using your product or service to their advantage has infinite possibilities. It automatically solves the question of trying to make a complete presentation while the prospect is being constantly interrupted. When he finds himself - in his imagination - making money with your product, he himself handles the job of shutting out interruptions. He, more than you, refuses to let anyone else spoil his "positive picture." He will stop all telephone calls and interruptions while you show him the details of your product.

As your presentation proceeds it should include steps which apparently fit into the running story but which actually are used by you to anticipate objections. The time to answer most objections is before they are brought up, during the presentation.

Here is the TRUTH about closing...

If you don't build rapport YOU WILL NEVER CLOSE

If you don't get them talking YOU WILL NEVER CLOSE

If you don't gain their trust YOU WILL NEVER CLOSE

If you don't make a great presentation YOU WILL NEVER CLOSE

If you don't overcome their objections YOU WILL NEVER CLOSE

If you don't make it easy for them to buy YOU WILL NEVER CLOSE

If you don't fit your product into their business YOU WILL NEVER CLOSE

If you don't follow up on your promises YOU WILL NEVER CLOSE

If you don't ask for the order YOU WILL NEVER CLOSE

Usually people who have never had to go out and ACTUALLY MAKE A SALE think that selling is all about closing. Trying too hard to close without going through the rest of the process will turn off customers faster than anything else you do.