SALES PROFESSIONAL'S GUIDE TO

CONFIDENT CLOSING

5 REASONS YOU AREN'T CLOSING THE SALE (YET)

INTRODUCTION

If you struggle to close deals, you're far from alone. An unsurprising 28%* of salespeople and managers say closing the sale is the most challenging part of their job.

Yet, if you've done everything right up until that moment, asking for the sale should come easily.

If it's not, read on to discover 5 reasons why you aren't closing the sale:

1) YOU DON'T CLARIFY OBJECTIONS

Sometimes, prospective buyers have a lot of objections. It's not enough to go into sales mode and just try to answer all of their objections. Instead, narrow it down to the objection that's the most important to them. You can ask "I'm hearing a lot of different questions/concerns. I'm curious, which one is the most important to you?" Follow it up with "Is this a deal breaker?". You might find out that they're just curious about something, but it actually won't affect their buying decision.

Once you narrow it down to an objection that's important to them, before you attempt to address it, you need to clarify it. Confirm the objection. Confirm what they mean. Confirm that you understand what they're asking. Once you've clarified the objection, then and only then can you answer.

*www.resourcefulselling.com/closing-the-sale-statistics/

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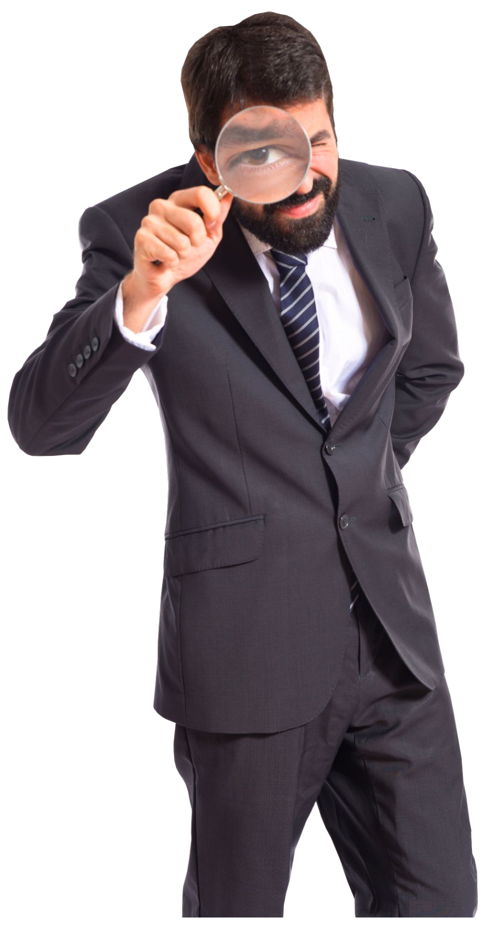
2) YOU DIDN'T HAVE A RELATIONSHIP

A salesperson can compete on the basis of product, price, and service but still lose a sale because of the relationship between the customer and the competitor's salesperson.

Don't neglect taking the time to build trust and rapport with prospects.



3) YOU DIDN'T QUALIFY PROPERLY

You didn't qualify your prospect properly, and now you've only just found out they're only a gatekeeper, not a decision-maker. Or maybe you spend hours creating a proposal, only to find out they don't have the budget.

Stop wasting time on poor leads who ultimately will never buy. Instead, learn how to qualify prospects effectively.

4) YOUR MINDSET

When you lack confidence in yourself, your product and your skills – your prospect will notice, why would they choose to buy from someone who doesn't believe in their own product?

Imagine you have two equally knowledgeable, equally skilled, equally able people offering the same product or service, one has a positive attitude while the other has a negative attitude.

I could almost guarantee that the one with the more positive attitude will outperform the one with the negative attitude every time. Write down your greatest sales achievement. You'll be able to draw upon that for motivation and inspiration. So make sure to check your attitude!

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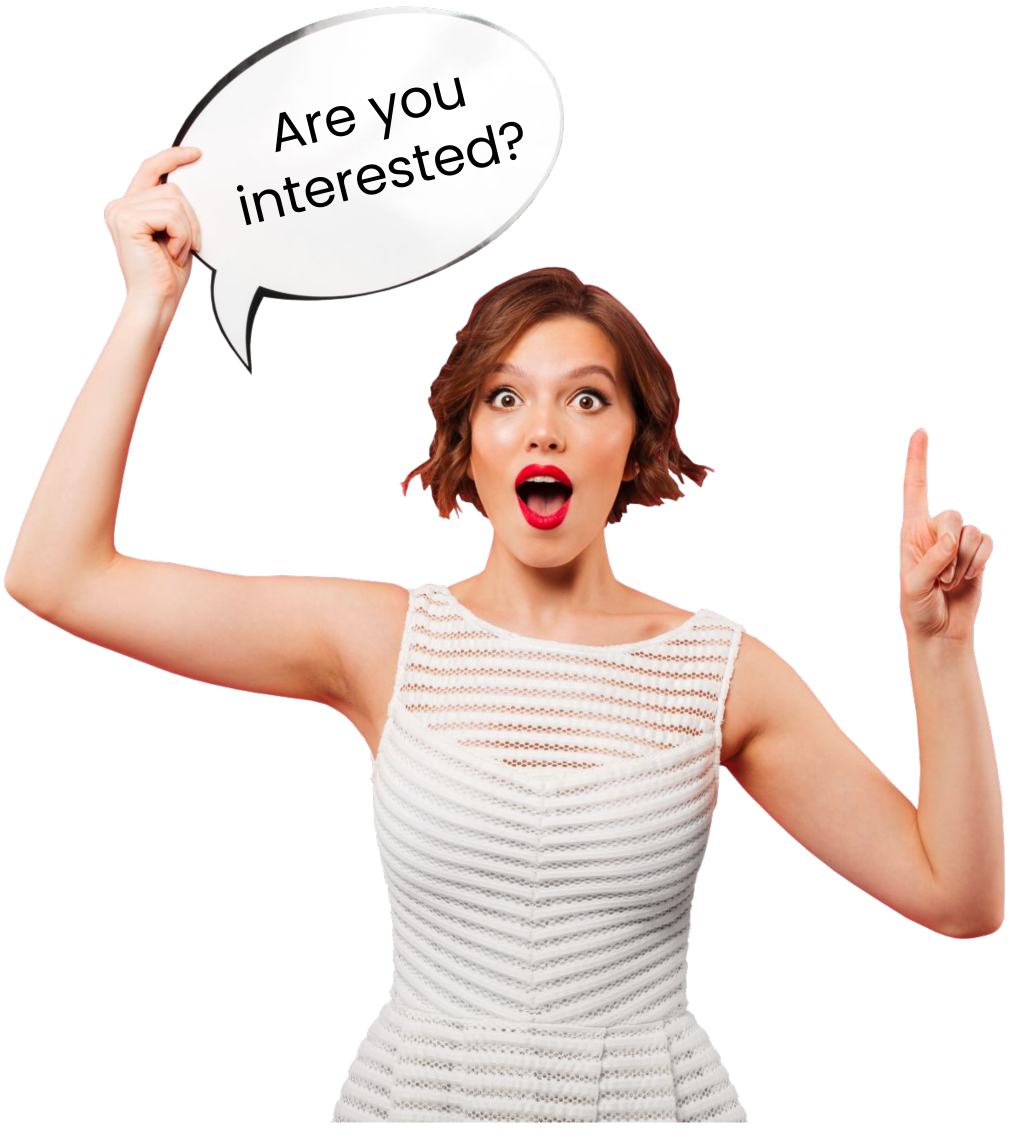
5) YOU DON'T KNOW WHEN TO ASK



Many people struggle with knowing when is the right time to ask for the sale. Ask too early and you could offend your prospect, don't ask at all and you risk losing the sale altogether.

An easy way to know when to ask for the sale is being able to identify 'Buying Signals' - signals that someone is ready to buy.

The first most obvious signal is that they're asking you questions about warranties, how soon it can be implemented or payment terms.

When this happens, they're actively envisioning how it would be to work with you and your solution – this indicates they might be ready to buy.

CLOSING CUES CHECKLIST

Buying Signals are verbal and non-verbal signals that your prospective customer might be ready to buy. Here are cues to look for:

- **Nodding**: If you notice that your prospect is nodding while you're speaking to them, that's usually a good indicator that they're interested and that they're responding positively to what you're saying.
- **Leaning forward:** If they're leaning forward, that means they're interested, engaged, and want to know more.
- **Smiling:** A universal symbol for "I like you and I like this."
- **Asking questions:** Questions mean that they're interested, that they want to know more. They may even be considering how your solution could fit in their environment.
- **Making positive statements:** This is obvious, isn't it? But when your prospect says things like, "Wow, neat. Cool. That's interesting!" those are perfect signs they're interested in your solution.

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7 TRIAL CLOSES TO USE

A trial close is an alternate method used by sales professionals to determine whether customers are ready to buy and thus, close the deal.

While traditional closing techniques depend on asking a customer to decide on their purchase, a trial close asks the customer to share their opinion or perspective on the offering – enabling you to address their needs.

The purpose of a trial close is, as the name suggests – to examine the likelihood of the buyer purchasing by testing their interest.

Here are 7 Trial close questions to ask:

1. How does what we've talked about sound to you?
2. Is there anything missing that you need?
3. Based on what you've heard so far, do you have any questions?
4. How do you feel about the payment terms/delivery options?
5. Do you see how this can help?
6. Are there any changes/adjustments you need?
7. What do you see as the next step in the process?

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5 ASSUMPTIVE CLOSES TO USE

Also known as the presumptive close, the assumptive close keeps you in control of the sales momentum by skipping past the whole question of whether the customer wants to buy. Because as soon as you complete your sales pitch, you move right into a question. For this reason, the assumptive close is common in retail sales, B2C sales and high- velocity sales.

It works by the salesperson assuming the prospect is ready to buy. But instead of simply saying 'are you ready to buy?', they would instead assume the sale by asking assumptive close questions like 'would you like me to arrange for delivery on Monday?'

However, like any other sales closing technique, there are right ways and wrong ways to make use of the assumptive close. One key to success in this technique involves making a seamless transition between your benefit statement and the assumptive close — the second question guarantees the sale. (Plus, pausing gives the customer extra time to evaluate and possibly dismiss the benefit statement.)

Here are 5 Assumptive close questions to ask:

1. What method of payment would you like to use?
2. How quickly would you like the product delivered?
3. Whose name do I make the invoice out to?
4. How many of these items do I need to put you down for?
5. What day do you want our technician to do the installation?

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CLOSING STRATEGIES WORKSHEET

Closing shouldn't feel like a high pressure, unethical sales method. Instead when handled correctly following the below steps, a natural progression will occur where you'll be able to move the sale along towards the ultimate goal of a closed sale.

BUYING SIGNALS TO LOOK FOR	INCREMENTAL COMMITMENTS	TRIAL CLOSES	HARD CLOSES
Eg: Nodding head	Eg: Check with your partner by this date	Eg: How does this sound?	Eg: Would you like to get started?

TAKE CONTROL OF THE SALE/

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While prospects are more informed than ever, they also struggle to make sense of the extensive range of information they're trying to process. As a result, buyers become paralysed and unsure of how to make a decision.

As an experienced sales rep, it's your job to take control of the sale and help customers make sense of all of the data they've collected by learning how to provide unique insights and instil confidence in buyers. Learn these valuable challenger-inspired sales techniques in [SOCO's Advanced Selling Sales Training Program.]

SOCO SALES TRAINING PTE LTD
prosper@socoselling.com
www.socoselling.com

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