

Close Your Sales Effectively



Your Key to Developing a
Successful Business

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Business Wizard®



Secret to Sales Success

Love and
Understand People

You want to help
them solve their
problem



Factors to Consider in Your Close



1. Closing Begins the Moment You Meet Them
2. Use the Words they Want to Hear

Emotional Triggers



FEAR



Emotional Triggers



~~Bill/Contract~~

~~Cost/Price~~

~~Down Payment~~

~~Sign~~

~~Objection~~

~~Problem~~

~~Cheaper~~

~~Appointment~~

Agreement

Investment

Initial Investment

Approve, OK

Area of Concern

Challenge

More Economical

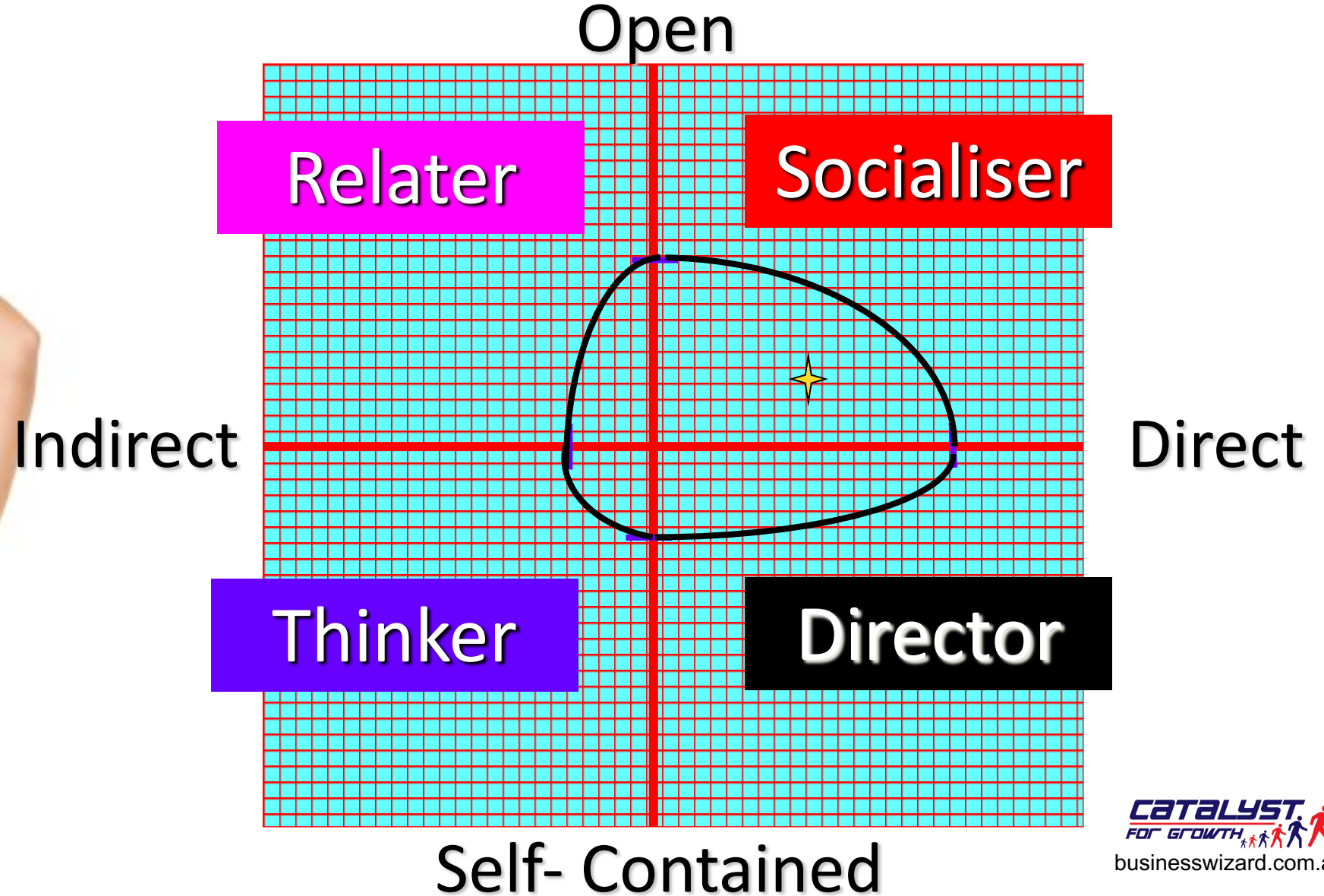
Visit/Pop Round

Factors to Consider in Your Close



1. Closing Begins the Moment You Meet Them
2. Use the Words they Want to Hear
3. Use Visual Aids to Involve More Senses

What is Your Personality?



Factors to Consider in Your Close



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4. Your Voice Plays a Vital Role

Face to Face



Verbal Content 7%

Vocal Influence 33%

Non Verbal Influence 60%

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5. So Does Your Body Language

Communication



Smile

Open Posture

Forward Lean

Territory

Eye Contact

Nodding of Head



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5. So Does Your Body Language
6. Be Observant for Buying Signals
7. Develop Your Own Closing Style
8. Ask a Test Question

Ask for the Deal



- You have identified your clients needs
- You have presented a consultative solution to their needs
- You have earned the right to ask them to buy your recommended solution...

So Ask!

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7. Develop Your Own Closing Style
8. Ask a Test Question
9. **Don't Say Another Word**

Stop Selling

- Your clients know what they want
- You to provide their solution
- The more you talk, the more they think you are not done providing the solution
- **Stop** talking and let them decide to decide



Close the Deal

Closing is about confidence

- If your client feels you have confidence in your solution, they will have confidence in your solution
- Confidence comes from preparation
- Role play your final presentation and prepare answers to objections



Any Questions?



Thank You



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