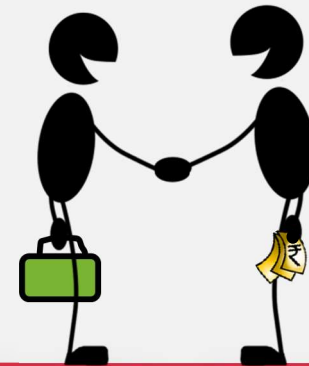


HOW TO CLOSE A SALE

**(without sounding
obnoxious)**





CLOSING A SALE...

ACTUATE

It is the part of the sales
process that most salespeople

STRUGGLE TO EXECUTE EFFECTIVELY

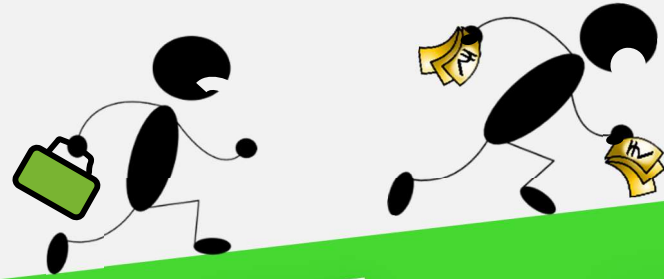
ACTUATE

It is also the part of the sale that

**CUSTOMERS
HATE MOST**

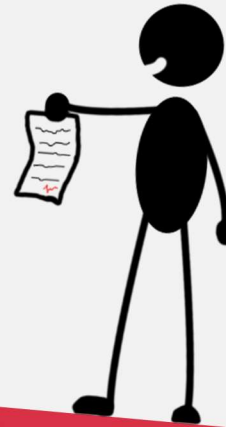
ACTUATE

Most salespeople resort to a



**'PUSH' STYLE OF
SELLING
WHEN TRYING TO BRING
THE SALE TO CLOSURE**

**They tend to use various
pressure tactics**



**TO GET THE
CUSTOMER TO SIGN ON
THE DOTTED LINE**

ACTUATE



Customers, needless to say,

RESENT THIS

**They tend to view salespeople who
adopt this approach,**

negatively

It is also the kind of
behaviour that gives sales

A BAD NAME.

ACTUATE

THE CHALLENGE



ACTUATE

The challenge that
many salespeople face with

'asking for the business'

or

'closing'

as it is traditionally known,
comes down to their very

APPROACH TO SALES



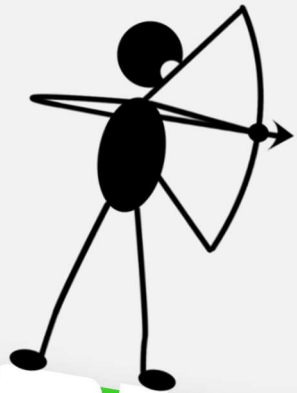
ACTUATE

They aren't there as the
trusted adviser
looking to

**CREATE VALUE
FOR THEIR
CUSTOMER**



ACTUATE



**It isn't the customer's
well-being that
always drives them.**

IT IS THEIR

QUOTA (OR TARGET)

ACTUATE

**If it were the customer's
well-being that drove
them, then they
wouldn't hesitate to tell
the customer that
perhaps**



**THEY SHOULDN'T
BUY RIGHT NOW...**

(...or buy from their firm, or buy at all, as might be the case)

ACTUATE

If your sales
approach and focus
is on genuinely providing
your customers with

CONCRETE BENEFITS



then when you
**'ask for the
business',**
your act would merely be



**THE NEXT
LOGICAL STEP,**

which will get the customer to enjoy the
benefit that they are seeking

ACTUATE

Most other (pushy) closing
techniques are

BORDERLINE TRICKERY!



ACTUATE

HOW TO CLOSE A SALE

ACTUATE

ASSUMING THAT YOU HAVE

a) Established a clear value proposition; including displaying a compelling price value equation

b) Implemented an effective sales advancement strategy


(If you haven't done these, then barring a stroke of luck, fat chance you will be able to close)

ACTUATE



**The best way to 'ask for
the business' is to first
check with the customer if
all their**

**QUERIES, DOUBTS OR
RESERVATIONS
HAVE BEEN RESOLVED
EFFECTIVELY**



Then, check whether they
truly feel that your
proposal will

**HELP THEM
MEET THEIR
NEED**



**If they answer in the affirmative,
then ask them if they wish to
proceed to the next step in the
sales process, which is the**

SIGNING OF THE CONTRACT



If for some reason they say
'no' at this stage or are
dithering, it is an indication
that there still exist



DOUBTS OR ISSUES

that have

not been addressed

ACTUATE

Inform them
that there is

no

COMPULSION/PRESSURE FOR THEM TO BUY

(not until they are completely
sure that they want to do so)



ACTUATE



Inform the customer that if they
want to back out of the deal,



No
proble
m

**THEY ARE FREE
TO DO SO**

ACTUATE

**HOWEVER,
ADD A
REQUEST**

**Request them to be upfront
with you about the**

REASON FOR THEIR REFUSAL,

**since you have both invested
so much time in the
relationship up until this point.**

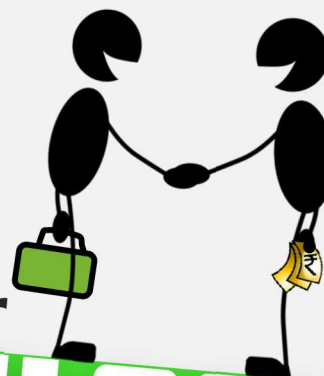
This will allow you to

IDENTIFY AND OVERCOME

any residual doubts or
resistance points...

ACTUATE

Thus clearing the decks for



A SUCCESSFUL 'CLOSE'

ACTUATE

Next, (once again), while maintaining
that the customer is

**UNDER NO
PRESSURE TO
BUY**,

ask them if all doubts or concerns have
been addressed

ACTUATE

If they say yes, then ask them if
they are.



READY TO DISCUSS THE SIGNING OF THE CONTRACT

ACTUATE



Their response now will usually be in the

AFFIRMATIVE

*(since, you have successfully helped
overcome all resistance points or
concerns)*

ACTUATE



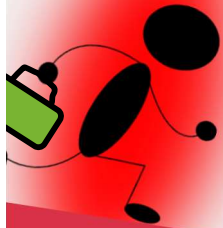
BOTTOM LINE

ACTUATE



At no point should the customer feel
PRESSURED TO SIGN
ON THE DOTTED LINE

ACTUATE



That will make you seem less like the

**OILY, PUSHY
SALESPERSON FROM
HELL**

ACTUATE

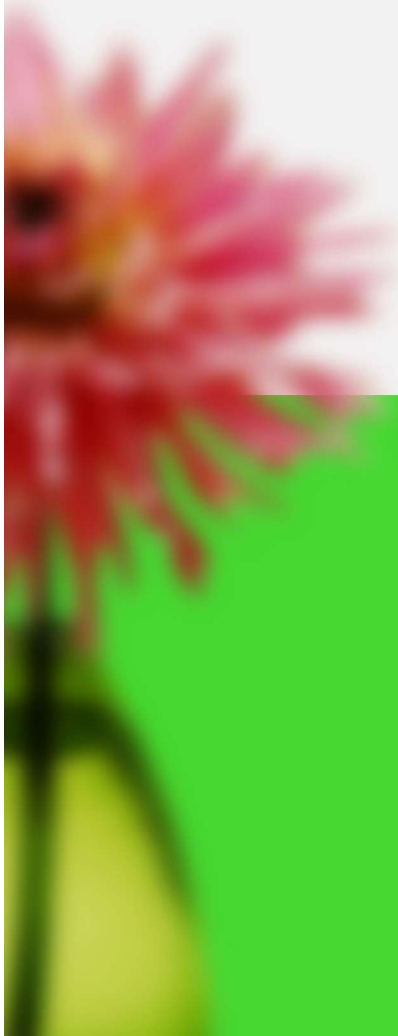
Instead, they will see you as a,

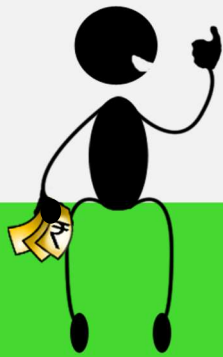
TRUSTED ADVISER

**who has their best interest at
heart, at all times**

*(that will make them want to deal with you, rather
than those other pushy salespeople)*

ACTUATE





You will never feel bad about

**'ASKING THE
CUSTOMER FOR
THE BUSINESS'**



Importantly, you will end up



**SUCCESSFULLY CLOSING
A GREATER NUMBER OF
SALES**



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