

Selling Skills- Closing Deals – Summary Notes Sheet

I introduced the idea to you of your sales mindset – this is all important in sales. The idea being that the difference between your current performance and your sales potential is unlimited. This also centred about your beliefs i.e. the results that you get are closely linked to the beliefs that you have about yourself in sales.

I discussed the 'Sales Corridor' idea with you and the process by which we lead people through the sales process. Again this is just as much about the customer's attitude as it is our own.

I asked you to consider:

1. How you take your prospects along the corridor?
2. What your sales process is from start to finish?

We discussed the six steps to selling:

Prospecting, Approaching, Presenting, Closing, Following up and Gaining Referrals

Many people focus on the close, however I asked you to consider that EVERY stage is actually the close. This makes the sales process much smoother and generally stops one or both sides from freaking out part way through!

Remember that if we have an issue with a certain area of the sales process then generally our self image will be low in that area. This can be resolved by learning new techniques, ideas and ensuring that we regularly update our sales training to improve ourselves.

I mentioned that the key to selling is to ask questions. Great salespeople ask great questions.

1. Ask Open ended questions – (who, what etc)
2. Ask Specific questions
3. Ask Solution questions
4. Test that temperature!
5. Close

We discussed that there are two major obstacles to closing – your own fears and also the fears that the customer may have.

Keys to handling objections –

Find out first if it is a condition?
Hear it out – don't interrupt
Compliment the objection
Always Agree
Be calm, honest and act in their best interest
Use 'Feel Felt Found'

Closing Requirements –

Be positive and eager
Understand the needs and wants
They must WANT your product!

Reasons Why a Close is Difficult –

The Salespersons natural fear of rejection
Customer Fears
Sheer laziness (on both sides!)
Lack of enthusiasm
Pre judgements
Lack of Sincerity about your reasons to sell
Different Wavelength

Closing Areas to Avoid –

Telling them they are wrong
Expressing your personal opinions
Knocking the competition
Assuming authority you don't have
Saying the product will do something it can't

Objections –

I don't need it right now
I can't afford it
I don't have the time
It costs too much
I already have it
What's involved?
I'm not interested
I'm Busy
What does it cost?
How long will it take?
Send me something in the post!

Remember that objections are GOOD (oh yes they are!) and that a sale cannot take place without them. Turn your objections into QUESTIONS.

Top 17 Techniques to improve your close:

1. Spend more time with better prospects
2. Have a sales process
3. Uncover buying motives
4. Overcome buying resistance
5. Know your product
6. Identify your ideal customer
7. Have a good opening to your meeting
8. Consider your key benefits to your customer
9. Why to they buy?
10. What is your competitive advantage?
11. Use the 20 idea method (to find the other 6 techniques and more!)

Four final questions:

1. What does your sales corridor look like at the moment?
2. What are your most common objections?
3. What closes do you need to learn?
4. What are you going to do about it? (and when?)

In relation to question four, if you are serious about improving your sales and general business results then this business was formed to help and inspire you to do just that:

From free [business tips](#) to [simple products and recommended books](#) to [MasterClasses](#) to [me working 121 with you personally to massively accelerate your business / sales growth](#)

If you are simply curious at this stage then why not book a free introductory meeting where we will explore the opportunities that lie within your business? Call 0870 16 24 121 or [click here](#) to just ask a question

What do you need to do to be your personal best in sales?

Kind Regards,



Business Growth Specialist – Speaker – Author – Coach

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