

## 10 Ways to Close the Sale

Here, in Australia, we're just a few days away from the end of the financial year where winter and stocktaking sales are happening everywhere.

Ahh! I love sales - but now I'm going off on a tangent.

So, have you achieved your sales goals this year?

If you haven't, the good news is, there are still a few days left to close more sales. If you're almost there, I hope the following tips see you over the line. If, however, you're a long way off, now's as good a time as any to start implementing some of these strategies to increase your sales success:

### 1. **Qualify your prospects:**

The first step to closing a sale is to invest time and energy into attracting prospects who really want and need your product or service and are in a position to pay for it.

### 2. **Create trust and credibility:**

Look at your products and services and sales team objectively and ask yourself, 'Would I buy anything from these people?' If making sales presentations in person, ensure you and your team look and sound professional. If your sales are made on-line or via direct mail, consider your marketing materials as an investment not an expense and ensure that they are of high quality. Establishing trust and credibility in the eyes of your prospect is essential to make a sale.

### 3. **Be focused on helping your prospect:**

Create the intention of helping your prospective customer rather than just making a sale. Ask them specifically what they want to resolve or achieve. Once you know, you'll be in a position to address their situation with them and to describe how your product or service will meet their needs.

### 4. **Listen attentively:**

Make a habit of letting your prospect do most of the talking. The best way to find out what your prospect really wants or needs is to ask them and then give them the opportunity to tell you. Your job is to stay present and listen. Don't interrupt them or spend time thinking about your response or next question, just listen and focus on understanding their situation and needs.

### 5. **Continually hone your selling skills:**

Use each sales experience as an opportunity to learn and gain insight. When you haven't closed a sale, consider what could have worked better. When you have, spend some time reflecting on what worked well. Practise making your presentations in front of a colleague and ask for their feedback on what worked well or what could have worked better. Or, consider recording a sales role play on tape or video and play it back so that you can see and hear how you come across to your prospects.

### 6. **Treat objections as requests for further information:**

Often, objections can be hidden requests for further information. For example, an interested prospect might say, 'I like your product or service, but I don't think I can afford it.' What they might actually be asking is 'Can I get better terms?' Whenever you meet with an objection, especially one presented as a dilemma, be sure to spend some time with your prospect exploring their dilemma to uncover possible solutions. If you can offer a possible solution, do so. For example, you might be able to offer extended payment terms, or a later purchase or start date might be negotiated.

### 7. **Never rush into making a sale:**

Now might not be the ideal time for your customer to buy, however next week or month could be. Never pressure your prospect into buying or harrass them into making a decision. Some people need time more time than others to make a decision or might need to consult with others before being in a position

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to buy. If you appear to be desperate to make a sale, you can easily put off even the most interested prospect.

**8. Follow up:**

Stay in the front of your prospect's mind and offer to follow-up regularly. Many seasoned business owners will be able to tell you that many sales are made only after several contacts, so never give up after just one follow-up attempt or you might lose a sure sale.

**9. Be confident in asking for the sale:**

Few products or services sell themselves. You have to be prepared to ask for the sale. If you're not able to show confidence in making the sale of your product or service to your customer, how can you expect them to feel confident in making their decision to buy?

**10. Don't talk your way out of a sale:**

Once you've asked for a sale, stop talking. As the seller, you might feel nervous about your prospect's answer. Research shows that a prospect's heartbeat increases up to 20% in the moments immediately preceding and following a 'yes'. Do reinforce your prospect's decision to buy by celebrating with them.

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