43 Ways to Close More Sales

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With more than 20 years of sales experience, I've learned what works and what doesn't. I've taken what I know and compiled a quick and simple list of 43 proven ways to help you close more sales. I invite you to follow these steps and see how easy it can be to sign on more clients and make more money.

1. **Develop the habit of persistence.** The key ingredient to closing more sales is persistence. Persistence with the right attitude leads to more business. With persistence, obstacles and problems can't stop you. Most important, other people can't stop you. Your ability to follow up will determine your success in sales.

2. **Adjust your attitude.** Your pathway to success is a positive attitude. If you look at people who are successful, you'll notice they all have a positive attitude about life. It's a muscle you develop by making a commitment to yourself every day to think positive. Example: "I'm here to tell you about a new, incredible product that you will want to buy today!"

3. **Be a "Risk Taker."** Sometimes we get stopped in going after what we want for fear of failure, or fear of rejection. Really successful people are willing to move beyond their fears and take risks. Taking risks means moving out of your comfort zone. Eventually, you'll overcome your fear and replace it with a sense of achievement. The more you take the risk and experience the accomplishment, the more confident you become that you can do it again.

4. **Mentally prepare yourself to win!** It's all up to you so get out of own way! Make your calls with the conviction you're going to sell your product or service. Be confident, powerful and enthusiastic. Tell yourself you're going to walk out the door with an order. Let the prospect know **YOU WANT THEIR BUSINESS!**

5. **Before the meeting, find out what you can about the prospect.** Go on the internet and find out any interesting information about the prospect. Then when you meet with the prospect bring up something you learned about the company. You're showing you've done your homework and they'll be impressed.

6. **Get the first meeting.** If you're afraid of picking up the phone to call the prospect, it may be you don't know what to say. Creating a script will have you feel more confident and prepared to make calls. Your script should include who you are, what you do, your expertise, the benefits you offer, a compelling reason to meet, ask for the meeting, and set up a date and time.

7. **Create a compelling reason to meet.** You only have about 30 seconds to grab the prospect's attention. First impressions matter most, so make those first 30 seconds count! Create a compelling reason why the prospect should meet with you. Share a successful result one of your clients had from working from you. Then ask for the meeting so you can show them how you can do the same for them.

8. **Success stories.** Compile several "success stories" you can share with prospects. Prospects like to know if you've worked successfully with similar clients. Its gives you more credibility and helps close the sale. The success story includes why the client came to you, what their problem was, how you solved the problem, and the results.

9. **Power hour.** Every day dedicate one (1) hour to making calls to prospects. Make these calls early in the day so that you're not distracted by other things. If you do this consistently, in a short time you'll see a significant increase in the number of face-to-face meetings and number of sales you close.

10. **Prepare your goals for the meeting.** Do you want to close the deal, get another appointment, or do you want to at least get a referral? Prepare your goals for the meeting in advance. Visualize what you want to accomplish.

11. **Visualize yourself closing the sale.** As you prepare for your sales call or meeting, create a scenario to which you see yourself getting the appointment or closing the sale over and over again. Visualize your desired outcome as vividly and specifically as possible. Reprogram any negative thoughts and replace with positive thoughts.

12. **Identify a desired outcome of the meeting.** It's important as you prepare to attend an event, whether social or business, to think about what you want to accomplish with your questions. Is it to set up a luncheon date, to get an appointment, to explain your services, or to close a sale? Focus on what you want to accomplish and then move on.

13. **Master the sales presentation.** Now that you have the appointment, it's time to prepare for the presentation. Know what the objective of the meeting is, what you want to find out about the prospect by asking fact-finding questions upfront, make sure the decision makers will be there, and what do you want to walk away with at the end of the meeting? People are visual so how you look and sound matters most. Connect with your audience by having eye contact, energy, enthusiasm and confidence.

14. **Establish a relationship with the prospect as a person first and a client second.** First, you want to develop a relationship with your prospective client that shows you are interested in them, their issues and their concerns. Then gather information that highlights the prospect's needs or issues so you can determine whether your services can help resolve their issues.

15. **Ask qualifying questions early on.** On the phone before your meeting ask, "Are there any other decision makers who will be joining us?" "Is there anyone else involved in the decision-making process that can join us?" You are wasting your time.

16. **Establish rapport.** At the beginning of your meeting introduce yourself and make sure you know the names of everyone else in the room. Chat about the sequence of events that got you there or something else you all have in common.

17. **Open the dialogue.** Whether you're speaking to the prospect on the phone or face-to-face, create an opening statement that invites the prospect to tell you what's most important to them first. It starts with: *(Preparation)* "I'm here to tell you about my company, (*Invitation for the prospect to speak*) but if you could first share what matters most to you, (*Benefit to the prospect*) then that's what we'll focus on."

18. **Active listening.** We may think we listen but the truth is we listen only some of the time. To create a long-lasting business relationship with your client your primary focus should be to develop trust. One of the key factors in gaining trust and credibility with the client is by listening.

19. **Play back what you hear.** As you're listening, take notes. Then play back what you've heard. There are many benefits to playing back what you hear. The prospect feels heard and you're summarizing what's been said so far. Also, you're showing your attentive and that helps to build trust.

20. **Explain how you can meet their needs.** Using the information you have just gathered, respond to each problem or goal mentioned by describing how you can help. Example: "My last client had exactly the same challenge and what I did for her was…"

21. **What you say when the client says, "I'm happy with my current supplier."** Design your conversation to search for underlying problems even if the prospect says he's happy with the current situation. Example: "I understand you're happy with your current supplier. But, if there was one thing you wish they would add, what would that be?" "Even if you're happy with your current supplier, aren't there times when you wish you had a second source?"

22. **Be confident and direct.** Don't appear unsure. Eliminate statements like, "I hope you will like our service," or "Maybe we can do business together." These statements sound like you don't expect the sale. Instead, say, "I am confident you will be satisfied with our service." "I look forward to doing business with you."

23. **Presentation skills.** First impressions happen in the first few minutes of meeting with the prospect. Studies show that what has the strongest impact on us is what we see and hear. During your sales meeting, establish a powerful connection with the prospect by having eye contact, energy and enthusiasm.

24. **Ask open-ended questions.** Determine their needs by asking open-ended questions. Open-ended questions elicit more than a "yes" or "no." They start with What, Why, How, When. Examples: What has worked? What hasn't worked? When do you need this done by? When were you thinking about getting started? What kind of budget do you have? What's most important to you when selecting a vendor?"

25. **Ask pressure free questions.** Pre-decision Probing questions begin with "If" followed by how, when, what. Examples: "If you were to…, how many would you…?" "If you were to…, when might you…?"

26. **Prepare yourself for the close.** There are a number of questions to answer before you ask for business. Once you answer "yes" to these questions, you're ready to ask the closing questions. There are a few questions to ask yourself:

    a. Does the customer want what I'm selling?

    b. Does the customer believe in me and my company?

    c. Can the customer afford my product?

    d. Does the customer fully understand what my product is?

    e. Have I prepared and practiced my closing techniques?

    f. Am I prepared to remain silent after asking the closing question?

27. **Trial close.** Throughout the sales meeting, look for opportunities to get agreement from the prospect. Repeat back to the prospect what they told you is important to them and tie it back to the benefits. Example: "Don't you agree, it's going to give you the financial security you said earlier is so important to you". If the prospect agrees, you can remind them of that they agreed when you ask for the business.

28. **Assumptive close.** From the moment you walk and sit down with the prospect, assume the prospect wants to buy your product. If they are willing to meet with you, they must have some interest in what you're selling. Here are 2 assumptive statements you can make before the prospect buys:

    a. "You'll be happy you decided to buy it."

    b. "You're going to love how it looks in your home."

29. **Answer their objections.** Objections are a good sign. This means the prospect is seriously considering doing business with you. Objections are considerations that need to be resolved or points that need to be handled. In your presentation script, list all of the typical objections people in your line of work encounter and possible responses to each.

30. **Be prepared with "Ask for the business" questions.** Here are a few:

    a. "Are you ready to get started?"
    b. "Would you like to schedule an appointment?"
    c. "Shall I draw up a contract?"
    d. "Is there anyone else involved in the decision-making process?"
    e. "Would you like to sign up?"
    f. "Is my proposal acceptable?"
    g. "Shall I finalize the details?"

31. **Ask for the business.** Do not leave this step out. Even if you know they want to see a proposal first, are talking to other people, or aren't ready to make a decision, ask anyway. It's the only way you will find out how close you are to making a sale. Whatever they say in response to this question will tell you exactly what you need to resolve before your prospect will buy.

32. **Ask your closing question and then shut up!** Don't talk yourself out of a sale by saying, "Is my proposal acceptable, or is the price too high?" Wait to hear whether your prospect has any objections, and if so, what they are. Even if the silence starts to get uncomfortable, don't speak until your prospect answers you.

33. **Get out your calendars.** Set up the next meeting, or the next call. Never leave a meeting without the next steps put in the calendar. "Let's get out our calendars now and set up the next time to speak or meet."

34. **Use presentation tools** to enhance your presentation and chances of winning the sale. Professional salespeople use PowerPoint presentations, flipcharts to show topics, a portfolio of your best work, samples of your writing, program outlines, a client list, and leave behinds such as a sample of your work, a case study, before and after, testimonials, and tapes.

35. **Decide on the next steps.** Whether or not you have closed the sale, be absolutely certain that both you and the prospect know what happens next. Is she/he ready to get started? When? Who has to sign off on it? Can you call back in a week? Who else is she/he speaking to? Is there anything else you need to know to move things forward?

36. **Develop effective questions that will elicit more information from the prospect.** Prepare for your meeting or sales call by developing a portfolio of great questions. Then you will approach prospects with confidence that your products or services have a high value.

37. **Powerful "Lead-In" questions.** Asking "lead-in" questions are key to helping you close the sale. Not only will you learn what the problem is, but how the prospect feels about the problem and the impact if the problem is not resolved. Some examples of powerful lead-in questions:

    a. What are the biggest needs in your organization right now?
    b. What are you doing to address your needs?
    c. What is working well? What could be better? What is missing?
    d. What is your measure of success?
    e. What is your most pressing issue or concern?
    f. What keeps you awake at night?

38. **Have the prospect come up with the solution.** Don't jump to give advice or provide solutions. Rather, elicit the solution from the prospect. Here are some responses when the prospect says, "What do you suggest?"

    a. Based on what you have said, I have heard (restate the prospect's description of the problem). Is that right?

    b. I see several possible approaches to solving this problem. Let me review them and then you tell me which you feel is most appropriate.

39. **The key elements to asking the right questions.** As you ask questions, be sure to focus, listen and play back, explore and expand, do not assume, be interested, keep it conversational, and uncover the prospect's needs.

40. **Ask for referrals.** Asking for referrals is a goldmine of potential new business. Plan ahead and prepare what to say when you ask for the referral. Practice saying it aloud until you're comfortable saying the words. Set up a face-to-face meeting with your client rather than on the phone. At the meeting, introduce a new product, discuss industry changes, and make sure they're satisfied with your service. The best time to ask for the referral is immediately after you receive a compliment or close a sale.

41. **Follow-up to close.** One of the most important ingredients in getting the business is the "follow-up." Eighty percent (80%) of sales opportunities are missed because sales professionals do not follow-up. People tend to do business with people they know and trust. Keep in touch with them on a regular basis and when they're ready to buy, you'll be the one they'll do business with.

42. **Don't Get Stopped by "NO."** It's takes an average of 5-7 follow-ups to get the sale. You have to be willing to do what it takes to move past the seventh "no" or "I'm not ready yet," to get the sale. A "no" is nothing personal. The prospect is saying "no" to the product, not to you. Consider when you really want something important, nothing stands in the way. So why not bring those same qualities to your business?

43. **Avoid voice mail.** Call when the prospect is most apt to pick up the phone. The best times are early in the morning, before 8:30 a.m., late in the day, after 5:30 p.m., or during lunch. If the prospect has an assistant, there's a better chance the prospect will pick up their phone during those times when their assistant is not there.

If you liked the special report, and want to learn how to apply all these steps to your business, I have the solution for you! **The Ultimate Sales Breakthrough System: An In-Depth Overview Audio CD Program**. Now you can learn everything you need to know to close more sales without the struggle. Sit back and listen to the three audio CDs wherever and whenever you want. You'll learn the sales secrets to dramatically increasing your sales in record time. I even have a special offer. For a limited time I'll be selling the audio CD Program at an Introductory Offer.

I also have the information-packed, complete home-study program "Sell Without the Slick" covers all 9-steps of the Sales Breakthrough System™ with assignments, worksheets, templates, scripts, and 3 audio CDs to reinforce your learning. And there's more! I'm giving away 3 amazing bonuses that will help you quickly increase your sales. This is the sales bible you've been looking for! I show you step-by-step exactly what to say and do to close more sales with ease and velocity. For details and to order, Sell Without the Slick, visit http://ChangingCourse.com/recommends/salesbreakthrough