



## **Brian Tracy International Teleseminar Notes:**

### **The Art of Closing the Sale**

Hello, and welcome to this Teleseminar on Sales Closing Techniques. The more closing techniques you know, the more likely it is that you will close the sale in the course of the sales interview. Selling is a skill. Good sales people are made, not born. Most of the most successful sales people in America were at one time shy, insecure, and clumsy at selling. They became great sales people by learning and practicing the essential skills of selling, including how to close the sale. And if you do what they do, you'll be successful too, and nothing can stop you. Now, let's begin.

First Things First.

You are about to learn 24 of the most effective closing techniques ever discovered. Before we start I'd like to talk about the antecedents to closing. One of Murphy's Laws is that "before you do anything, you have to do something else first." Before you close the sale, you have to do *several* other things first. Here are the two psychological antecedents to closing. You must know and use these if you want to be effective.

The first requirement, which you've heard a thousand times, is enthusiasm. 51 percent of all closing effectiveness comes from your enthusiasm, your

excitement about your product or service. One of the best definitions I ever heard of closing is that it is a “transfer of enthusiasm.” In other words, when you successfully transfer your enthusiasm about your product or service into the mind of the prospect, he or she will buy and a sale takes place.

Believe In What You Sell.

It is essential that you have enough enthusiasm to transfer a sufficient amount into the mind of the other person. What this means is that the most effective sales people *know* their product, they *believe* in their product, and love their product. They really believe that their product has very worthwhile benefits for their customer.

If you don't believe in your product, if you don't love your product, if you wouldn't use it yourself, if you wouldn't sell it to your best friend or your mother, then you're probably selling the wrong product.

Without this deep belief in the goodness of what you're selling, you can never reach that level of enthusiasm that must be transferred into the mind of the prospect to make them want to buy.

By the way, I don't mean the "rah! rah!" jumping around type of enthusiasm. I mean what is called *constrained enthusiasm*. This is when your enthusiasm is kept inside; you like a kettle, a boiling kettle with the lid put on it so that you literally shine with enthusiasm. You seem to have a dynamic tension, an excitement about you, but it isn't in how fast you talk or how quickly you move. It's contained within.

Your Source of Power.

Constrained enthusiasm has one of the most powerful effects of all on other people, more than you can imagine. Ralph Waldo Emerson said, "Nothing great was ever accomplished without enthusiasm."

Expect the Best.

The second psychological quality you require is *confident expectations*. You must confidently expect that the person is going to say "yes" if you just ask

often enough. When you ask the prospect to buy, you must confidently expect them to buy. For example, you ask expectantly, “Would you like the red one or the green one today?” In other words, you don’t ask, “Are you going to take one or not?” or “Is this what you had mind?” Instead, you ask for the sale expectantly, and the more confidently you *expect* to sell, the more likely it is that you will sell. Confidence in selling comes from knowledge, it comes from practice, it comes from experience, and it comes from believing that the product can do what you say that the product will do. Confidence shows when you confidently expect the prospect to buy.

### Qualifying the Prospect.

In the process of selling, there are several other steps that you must take before you close. The first step, of course, is *qualifying*. You cannot sell a product until you have thoroughly qualified the prospect. Every one of us has been in a situation where we have walked into a store or onto a used car lot, and somebody comes up and says, “Why don't you take it?” Or “Are you going to buy it today?” They try to close you without ever asking you what it is you want or what you need. They

forget to qualify.

### Four Questions for Qualifying.

To qualify effectively, you have to find the answers to four questions. Question number one; does the prospect *need* what you're selling? Question number two, can the prospect *use* what you're selling? Many people may need a piece of high tech equipment, but they may not be able to use it because of the people or the structure of the organization. Number three; can the person *afford* the product? And number four; does the person *want* the product?

### Desire Comes Before Closing.

Before you can close, the prospect has to have demonstrated that he or she has a desire to enjoy the benefits of your product or service. Once you've given your presentation, qualified the prospect in all four of these categories and determined that he/she wants to buy it, you're in a position to begin closing. Much of the sale is made in the presentation. In some products, especially in real estate, the close is largely determined by how well you present the product to the prospect.

## Why the Close Is Difficult.

The moment of closing is always difficult. There is always a moment of tension. There is always a feeling of stress on the part of the prospect. This is a form of buyer's remorse, in advance. Whenever a prospect reaches a point where he has to make an important decision, whenever he has to spend money, tension wells up inside of him. He experiences the fear of failure.

Every one of us, as human beings, experiences this fear of failure. The tension in the closing moments of the sale is caused by the fear of making a mistake, the fear of buying the wrong thing, the fear of paying too much, the fear of being criticized by other people. What happens when a person feels this fear? It is very much like having a spear in the stomach. What do they do as a result? They back away.

Whenever he experiences this fear, he retreats. He says things like, "let me think it over," or "can you leave me some material," or "could you call me back next week, I have to talk it over with someone else, I have to check it out first, I can't afford it," and so on. These are all different ways that the prospect tells you that, "I don't think if I make this

decision it'll be the right thing for me.”

### The Fear of Rejection.

The second major stumbling block at the close is the fear of rejection. It is the fear of the prospect saying “no.” Each of us, deep down inside, has a fear of being told “no”, a fear of being rejected. Because of this fear, we very cleverly organize our lives in such a way that we don't put ourselves in front of people that say “no.” And by the way, if you have a problem with the word “no,” you’ve picked a very interesting profession to get into, because four out of five sales calls end with “no's,” even in the very best of times. In the finest economy, with the finest product, 80 percent of the people you talk to are going to say no.

One of the key factors in successful selling is to be prepared to hear a *no* and continue. When the prospect says, “No I don't think so,” you must be able to just let it roll off your back like water off a duck's back.

### Rejection Is Not Personal.

You must realize that a *no* is not personal. It is not aimed at you as an individual. When a person says

*no* to you, they're not saying *no* to *you* in most cases, they're saying *no* to your offering, for a series of reasons, most of which you can do nothing about. Your job is to face your fear, confront your fear, do the thing you fear, and ask for the order.

Expect Sales Resistance.

Sales resistance is normal and natural in every sales conversation. At the moment of making a buying decision, this fear, this uneasiness, this tension starts to build up. Your job is to get through that moment of tension as quickly and as painlessly as possible. That's what good closing techniques are for. Just remember that closing techniques are not ways of manipulating other people. They are not techniques to get people to buy things they don't want, don't need, can't use, and can't afford. They are techniques to help get people past that moment of tension. The professional salesperson takes the prospect smoothly past the point of closing, making it easy for the prospect to buy. The unprofessional salesperson sits there wishing and hoping, and at the end of the presentation, he says, "Well, what do you think?"

Have you ever done that? "Well, what do you

think?” And you know what the prospect says? His stress and tension starts to build. His heart starts pounding faster. His blood pressure increases. He feels the adrenaline pumping and the “fight or flight” reaction comes over him.

Finally he says, “Well, I think I’d like to think it over.” Or “I think I have to talk it over with someone else.” Even if he wants it, the tension is too great. This is why you must know how to ask a closing question. This tension on the part of the prospect that kills so many sales is why you must learn how to close smoothly and well. This is why you must know a series of closing techniques.

### Closing On Appointments.

The first closing technique is aimed at getting appointments on the telephone. If you use a telephone to get appointments, you know how difficult and frustrating it can be. Many people do not use the telephone because they've been rejected and turned down so many times. The very thought of telephoning triggers feelings of anger and frustration. As a result, they seek every other way possible to make contacts. The telephone however is the finest and the fastest way to get good appointments, if you know how to use it properly.

In approaching the prospect by telephone, the first thing that you say has to be something that breaks preoccupation, grabs attention, and points to the result or benefit of the product. Here is an example. I used to sell sales training programs. I would qualify my prospects when I called to make appointments. I found that I could get appointments nine out of ten times with qualified prospects using this very simple technique.

I would call up and ask the receptionist, “Who is the person who makes the decisions regarding sales training in your company?” She would say, “that would be Mr. Jones.” I would say, “thank you. What is his first name, please?” Bill Jones. I would ask, “Could I speak to Mr. Jones?”

I would then say, “Hello Mr. Jones, this is Brian Tracy. Would you like to see a method that would enable you to increase your sales by 20 to 30 percent over the next 12 months?”

If you're speaking to the right person, your opening question will be aimed at something that is relevant and important, and at something that the other person needs or wants. What do sales managers sit around and think about all day long? Increasing sales!

When you say, would you like to see a system that would enable you to increase your sales by 20 to 30 percent over the next 12 months, the first question that the prospect asks should be, "What is it?"

That is where you go into the close for the appointment. And when you are telephoning for an appointment, you are telephoning to sell an appointment, not to sell a product. The biggest mistake you can make is to start describing your product on the telephone. The prospect will almost always say, "Well, no, I'm sorry, I'm not interested, can't afford it, I don't have the time" and so on.

All you are selling is ten minutes of his time. When the prospect says, "What is it?" You respond by saying, "that's exactly what I want to talk to you about. I need about ten minutes of your time."

"I'll show you what I've got, and you can judge for yourself if it's what you want." If the prospect asks, "How much is it?" This is the way you handle it. You say, "Mr. Prospect, if it's not exactly what you're looking for, there's no charge at all." This is a very powerful response. Get the price issue out of the way immediately. "If it's not exactly what you're looking for, it doesn't cost you anything."

If the prospect then asks, “Well, could you tell me a little about it,” I’d say, “Well, that’s exactly why I need just ten minutes of your time. In ten minutes, I’ll be able to show you what I’ve got, and you can judge for yourself if it’s what you’re looking for.

Remember that good prospects are always busy and hard to get to. Poor prospects are not busy, and they’re easy to get to. If you call up somebody and you ask for an appointment, and they say, sure come on over anytime, you can be sure the person isn’t going buy anything from you.

The prospect may say, “Well, could you tell me a little bit about it.” You say, “Yes, I would like to, but there’s something I have to *show* you.” As soon as you say the word *show*, you’ve sidestepped the request to describe it on the telephone. If the prospect says, “Well, could you send me something in the mail?” I would say, “I would like to send it to you in the mail, but you know how bad the mails are. Why don’t I drop it off personally some time this afternoon?”

If the prospect is at all interested, he will say, “Okay, drop it off personally sometime this afternoon.” I would then ask, “Will you be there?” “Yes, I’ll be there.” I would say, “Okay, about 3:00,

I'll be in your neighborhood. I'll drop it off personally."

Don't mail information. When people say, "Send me some information in the mail," what they're really saying is, "Go away. I'm not interested." When you send it to them in the mail, it usually goes right into the wastebasket. If you're going to send things in the mail, it is better that you put it in the envelope, throw it in your own wastebasket, and save yourself the cost of a stamp.

Sometimes, we make the mistake of thinking that when we mail information, we're actually making sales. But only sales are sales, not mailing out sales information that no one reads. You ask for ten minutes of his time, and this is the key expression, "You be the judge." "You decide for yourself if this is what you're looking for." You repeat, "All I need is ten minutes of your time and you can judge for yourself." This assures him that you will only be there for a short period of time.

You assure him that you will put no pressure on him. You will just show them what you've got, like an Arab trader in the bazaar lays out his wares. If the prospect doesn't express some interest within ten minutes, you'll be going.

I have found that if you ask for 30 minutes, you will have to wait for weeks, maybe forever. If you ask for 10 minutes, you can almost always be slipped in. Don't make the mistake of using the old high-pressure salesman's trick of saying, "How about 10:00 today or 2:00 tomorrow?" This alternative close has been used so many times that it just insults the prospect.

Just say "Sometime this afternoon or maybe some time tomorrow?" Be very flexible. Sometimes the prospect says, "Why don't you call me on Monday, and we'll set up an appointment." What you say to him is this, "Look, I've got my calendar right here. Is your calendar handy?" Of course, the prospect is sitting at his desk, with his calendar handy. You say, "Let's set up a time right now; how about 10:00 Monday morning?"

Don't allow yourself to be put off with this "Call me back on Monday." It is just another way of getting out of seeing you face to face. The very best customers you will ever have are the ones you're going to have to fight to see the first time. They are also the ones who buy the most. When they try to put you off, when they try to avoid you make excuses, what they're saying is that this may be a

very good prospect. Somebody is going to get to that prospect, and sell that prospect, and it might as well be you.

Be persistent, be polite, and be firm. Say, “All I need is ten minutes of your time. Just ten minutes will be enough. Give me ten minutes and you'll be able to decide for yourself.” Just sell ten minutes. If he asks you for details about your product or service, you say, “It's too involved to go into on the phone, but it'll just take ten minutes, and I'll show you what I've got.” Sell only that ten-minute appointment. If you cannot close on telephone appointments, you can't even get to first base.

Resolve to become very good on the telephone. If you are tense about using the phone, if you're nervous, it's because you've had frustrating experiences in the past. You will become more confident as you become more competent.

The Approach Close.

The next close is called the *approach close*. You use this right at the beginning of the sales presentation. The purpose of the approach close is to get the prospect to make a commitment to giving you a decision at the end of the presentation rather than

him saying afterwards, “I have to think it over.”

The approach close is a technique you use when you have a product or service which is used and needed by almost everybody. Recognize that sales resistance is the highest at the beginning of the sales presentation. This is because we live in a commercial society. Someone is trying to sell us something hundreds of times every day. We see, hear or are exposed to thousands of advertisements each day, in the form of radio, newspaper, television, billboard, buses, and so on. Everybody's trying to sell us something, so we have natural sales resistance, from the age of five years.

There is a simple and powerful way to overcome this natural resistance at the beginning of the sales conversation. You simply say this. “Mr. Prospect, I'm not here to sell you anything right now. All I'm going to do is to show you some of the reasons why people have bought this product, and continue to buy it over the years.

And all I ask you to do is look at the reasons why others have bought it and judge for yourself. You can then tell me, one way or another, whether or not these reasons apply to you and to your

situation. Is that fair? I'll just show you why others have bought it and you just tell me whether it makes sense of not to you. The person will usually agree to this proposal. What you're doing is offering him a deal. The deal is, "I won't try to sell you, if you'll listen with an open mind to my presentation."

The prospect usually, "Okay, I'll listen with an open mind." You then go through your normal presentation. At the end of the presentation, the prospect cannot then say, "Well, I have to think it over." You say, "Mr. Prospect, you promised you'd give me an answer one way or another."

It's a very simple close. "You promised you'd give me an answer one way or another. And from what you've said, it seems that this product is just ideal for your situation." You can then go right through to the close.

The Demonstration Close.

Another closing technique that you can use, right at the beginning, is called the *demonstration* close. It is very effective. You can use this close in almost any situation. The demonstration close is what you use to qualify the prospect with your opening

words, and to get a clear statement from the prospect that he is in a position to buy and to pay for this product. We used to use this close in selling mutual funds. We'd say, "Mr. Prospect, if I could show you the very best investment you've ever seen, are you in a position to put \$5,000 into right now?"

The prospect might say, "Well, I don't know. I haven't got \$5,000 right now." Could you invest four?" "Well, I don't know." "How about three?" "Well, yes, I could invest three thousand." "So, if I could show you the best investment you've ever seen, you could put \$3,000 into it?"

What you've done now is that you have changed the focus of the discussion. The discussion is no longer about whether or not the prospect listens to your presentation. The focus of the discussion is, "Can you demonstrate or prove that you actually have an investment or a product that is as good as you say?"

Another thing you can say is, "If I can show you the best sales training system that you've seen, are you in a position to commit yourself to it right now?" The prospect says, "Well, if it's that good, I could make a decision right now." You then you

go through your presentation. At the end of the presentation, the prospect can't say, "Well, I have to check with the boss. I have to talk to Harry. I have to check our budget." He has told you, in advance, that he can make the decision.

He has already said, "Yes I have the money. Yes I'm qualified. Yes, I'm in a position to make a decision." So, a good strong opening question that grabs attention and offers to give the prospect exactly what he wants, is very powerful. If your question is well phrased, the only questions he should ask is, "What is it?" He should say, "Tell me more about it."

"If I could show you exactly what you're looking for, are you in a position to make a decision today?" In real estate, for example, I've seen this close used over and over again. One of the first questions that you should ask people when you take them out is, "If we could find the exact house you're looking for, when would you want to take possession?" Ask them as you get into the car.

They may tell you they don't know. They may tell you that they're not in the market at all. They are just taking up your time looking at houses because they have some spare time. This not an invasive

question. It's not a rude question. Your time is valuable and you are entitled to ask if this prospect is really capable of buying.

### The Hot Button Close.

The hot button close is considered by many sales professionals to be the most powerful closing technique of all. The hot button close is based on the fact that 80 percent of the buying decision is determined by 20 percent of the product features and benefits.

In my experience, probably 90 percent of the buying decision is determined by about 10 percent of the product features. It is up to you to find the hot button, the key benefit of your offering that is what the prospect wants more than anything else. You then to push this hot button over and over again. Every time you mention the hot button, the prospect's desire to own your product or service goes up. Every time you talk about something that is not really important to him, his desire to purchase it goes down.

Good sales people are those who question skillfully and listen carefully to the answers. They listen for what is called the *Freudian slip*. The

Freudian slip concept says that if you ask enough questions and give prospects enough opportunity to talk, they will tell you everything that you need to know to sell them. That's why the old saying, "Telling is not selling" is true. You are only really selling when you are asking questions and giving them the opportunity to tell you what they're looking for, what they want, what they need, what they're concerned about, what their worries are. You are only really selling when you are listening attentively.

The more you ask questions and listen, the more likely it is that the prospect will say, "This is what I'm looking for." This is the key benefit. There's a key benefit for every product or service that a prospect must be assured of receiving he can buy. Until he hears or sees that key benefit, he won't make the buying decision. One of my favorite stories is about a real estate agent who takes a couple to see a home for sale. It's an old house. It's what they call a starter home, a pre-owned starter home, one that requires lots of work, a handyman's special.

They pull up to the house. In the back yard, there is a beautiful flowering cherry tree. And the

salesman asks the couple, “What do you think of this house?” The wife says, “Harry, look at that beautiful flowering cherry tree. Ever since I was a girl, I wanted to have a house with a beautiful flowering cherry tree in the back yard.” And Harry says, “Shut up.” You know how Harry is. He always says, “Shut up.” They get out of the car and go into the house. The salesman is no dummy. He walks in behind them. Harry,

Mr. Tough Guy, comes in and immediately says, “Look at this, you will have to replace the steps.”

The salesman says, “Yes, but look at that beautiful flowering cherry tree out in the yard.” They walk into the house and Harry says, “This carpet is worn out; it will have to be replaced.” “Yes,” the salesman says, “But from here, you can see that beautiful flowering cherry tree, Mrs. Smith.” As they walk through the house, they say, “Look at this living room. They will have to put in new baseboards and new lights.” “Yes, but look at the beautiful view you have of that lovely flowering tree from this room.” This happens with almost every room they go into. “The kitchen needs new plumbing” “Yes but you can see that beautiful flowering cherry tree out the window.”

“The bedrooms are too small.” “But look at the view of that beautiful flowering cherry tree.” At the end of the presentation, Mrs. Smith, who makes the buying decision in every home purchase, says Harry, I sure do love that beautiful flowering cherry tree. This was the hot button. And they eventually bought the house because of that flowering cherry tree. Your job is to discover and then push the hot button over and over again. What amazes me is that sales people will go out and talk, talk, talk, but will not ask enough questions to find out the prospect’s hot button.

The prospect will say, “I’m really interested in a house with a pool.”

The salesperson will say, “Isn’t this a beautiful yard?” “Yes, but it doesn’t have a pool in it.” “Here’s a beautiful house; you could put a tennis court over there.” “Yes, but it doesn’t have a pool.” “This house has a wonderful basement.” “Yes, but it doesn’t have a pool.” The prospect keeps saying, “What I want is a pool.” As a professional, you listen for that hot button, and you build your selling efforts around that. Until you know the hot button, it is almost impossible for you to make the sale.

## The Trial Close.

The trial close is a technique that a professional sales person asks throughout the presentation to find out how well he is doing. It is also called the *check* close. You use it to check your progress. You present a part of your product or service offering and then you ask, “What do you think of this so far? Does this make sense to you? Is this what you're looking for? Is this what you had in mind? Is this an improvement on what you are doing right now?” These are all *trial* closes. The best thing about a trial close is that the prospect can answer “no” and it doesn't end the presentation.

For example, you could ask, “Is this the sort of layout that you're looking for?” The prospect might say, “No.” You can then say, “That's good to know; we have several other layouts.” You could ask, “Do you like this color?” If the prospect says, “Yes,” you know you are getting closer to a sale. If the prospect says, “No, I don't like that color,” you can say, “That's alright; we have several other colors available.”

The trial or check close is like a signpost at a crossroads that tells you which way to go. Imagine that you are traveling down a road and you come

to a fork, and at the fork, you say, “How do you like this. Are we on the right road?” At the next fork, you check again to make sure that the customer is still happy with what you are showing him or her.

Good sales people ask check closes throughout the sales conversation. They never present a piece of information without confirming that they are on the right track with a check close. For example, you drive up to the front of the house. You then ask, “How do you like the outside look of this house?” You come in the door and you ask, “What do you think about this entry hallway?” “Do you like this color scheme?” Yes or no? “Do you like the way this is laid out?” Yes or no? Professional salespeople ask questions continually, and the answers give them steady feedback that enables them eventually to develop a clear picture of exactly what the prospect wants.

### The Power of Suggestion Close.

The power of suggestion close is based on the fact that we are all very susceptible to the suggestive influences of people around us. For example, when a person becomes excited about something, that excitement is contagious. Other people can become

excited as well. When a person becomes enthusiastic about something, that enthusiasm can be contagious, as well. The way you use the *power of suggestion close* is by creating emotions in the prospect with words or pictures. For example, you can say, “You're really going to enjoy the way this car handles on the road. My brother has one of these cars and he just loves the way it grips the road when he corners!”

In other words, you talk to the prospect as if he already owns the product or service you are selling. You say, “ You are really going to be happy when you travel in this car this summer.” “You are really going to enjoy this holiday to Europe.” “You are going to love this tour.” “You are going to enjoy living in this neighborhood. This is one of the best neighborhoods in this part of the city.”

You talk to them throughout as if they had already made the decision to buy. You continually create mental pictures of what it's going to be like to use, to enjoy, to benefit, and to own the product.

As you these emotional work pictures, their thinking changes. Instead of thinking, “Should I buy it or not?” they are thinking of how they're going to enjoy it once they own it. You should

always be positively and confidently talking to your prospects in language that suggests that they already own your product or service. This language exerts a powerful influence on their thinking and decision-making.

### The Invitational Close.

The *invitational close* is used when you simply invite the prospect to make a buying decision. My favorite invitational close is, “Why don't you give it a try?” *Why don't you give it a try?* When you say, “why don't you give it a try?” you are saying or suggesting that making the purchase decision is no big deal. It is sort of something that you can *try*. Like saying, why don't you give the car a try? It is an easy decision to make. For example, why don't you give that car a try? You are suggesting that, if you don't like it, you can try something else. “Why don't you give it a try?” is a very subtle way of saying that you still have your options open. Another version of the invitational close is “Why don't you take it?” A real estate salesman found that his sales increased almost 40 percent using this technique. Each time he showed a house to a couple, he would ask a trial closing question like, “How do you like the house?” If they said, “It

seems very nice,” he would then ask, “Why don't you buy it? Why don't you make an offer?”

It is amazing how many prospects will say, “Well, sure. Why not?”

Another invitational close is simply, “How many would you like? Or, what color would you like? Or, would you like us to get started on this right way? Or, is this what you had in mind?” In other words, you *invite* the prospect to make a decision. You don't come to the end of the presentation and then ask, “Well, what do you think?”

There is the story of the sales person who comes back to the office and says, “Boy, did I have a lot of good interviews today.” The other salesperson says, “Yeah, I didn't sell anything either.”

Remember that you do not offend people by asking them to make a buying decision once they have indicated an interest in owning or enjoying, the benefits of your product or service. Don't be afraid to ask, to invite them to buy.

The Just Suppose Close.

You use the just suppose close when the prospect says that he can't afford what you are selling. You

reply and say, “Mr. Prospect, just suppose that price is not an obstacle and that we can deal with your price concerns to your complete satisfaction. Can we do that just for just a moment so that I can finish my presentation?” The prospect will usually say, “Okay.” By the time you get to the end of the presentation, you should have explained the value of what it is you are selling in such detail, that when you tell him the price, he will see that it makes sense.

When you mention the price, and they say, “Wow, that's a lot of money, what they are really saying is this: “You haven't given me enough reasons to justify that price.” Remember that a price *objection* is really a price *question*. A price question is when he says, “That's too expensive.” What he is asking is, “From what you've told me so far, I don't see how you can charge so much for your product or service. Can you give me some more information?”

Remember that it is not the price but the reasons for the price that are most important. You say, “Mr. Prospect, it may sound like a lot of money, but let me tell you why it costs what it does, and why it is worth every penny.” You then explain the value of your product that more than justifies the

amount you charge for it.

Be proud of your prices. When the prospect says things like, “It costs too much.” Or, “You charge more than your competition.” You say, “Mr. Prospect, you're right. As a matter of fact, it costs \$1,227 more than our closest competition.” “And yet we sell thousands of these every year to very intelligent people like yourself. Would you like to know *why*?” You then go on to explain why people buy from you, and continue to buy, even at higher prices.

You have to get price out of the way at the beginning. Other than that, it just sits there like a big orangutan in the middle of the path between you and the sales.

The Sudden Death Close.

The sudden death close is a technique you use as an ultimatum. You have had an experience where you've made a presentation to a person or to a company, and they've looked at it, and not made a decision. You have gone back to see them and they say they have to think about it a little bit more. You go back again, and they tell you that they still have to think about it a bit longer. They won't give you

an answer, yes or no.

After four or five visits, you find that you're spending too much time going back to this person who won't make a decision. It is time for the *sudden death close*, which works successfully about 50 percent of the time. Here's how you use it: You fill out the entire sales contract with all details, except for the signature, exactly the way you've discussed the product or service up to now. You then take it back to the prospect and you say, "Mr. Prospect, we've discussed this quite a bit now, and I know this is taking up a lot of your time. It's taking up a lot of my time, as well. And either this is a good idea for you or it's not. So, one way or another, let's make a decision right now. What do you say?"

You then take out the contract, put your pen on top of it, slide it across the desk, and say, "If you'll just authorize this, we can get started right away." You then sit in complete silence. Remember, after every closing technique, the key is to *shut up*. The key to the effectiveness of this technique is to be perfectly silent, and wait. Sometimes, the silence can go on for several minutes, or even longer.

But the longer you wait quietly, without speaking,

the more likely it is that the prospect will decide to buy. The greater the tension, the more likely the sale. The only pressure that you are allowed to use in a sales presentation is the pressure of the silence after you've asked the closing question. And the basic rule is this, "He who speaks first, or she who speaks first, after the closing question, *loses*."

The best time to close a sale is at the *end* of your presentation, not the next day or "come back next week" or "let me think about it." The prospect has more information and is closer to making a decision at the end of the sales presentation than at any other time.

### The Sharp Angle Close.

You use the *sharp angle close* when the prospect wants the product and is bringing up all sorts of what we call *smoke screen objections*. These are not serious reasons for not buying. They are just excuses for not going ahead with the sale. For example, they say, "Well, I don't know if we can afford the monthly payments."

With the sharp angle, or *bear trap close*, you turn the objection around and use it as a reason for buying. You say, "If we could spread the payments over a

longer period and get them down, would you take it?" You use the objection as a way of closing by answering it with a solution and then asking for the order. You close on the objection.

The prospect says, "I don't think that your product will perform to my specifications." You say, "If we can prove to you that it will, would you take it?" The prospect says, "Well, I don't think you can get it here on time." You immediately say, "If we can get it to you on schedule, would you take it?"

This approach forces the prospect to say either, "Yes, I'll take it," or "That's not the *real* reason why I'm not making a buying decision." This gives you a chance to uncover exactly *why* the prospect is hesitating.

The Instant Reverse Close.

The instant reverse close is a technique you can use all the time. It takes little bit of courage to use the first time, but it is very effective. Let us say that a prospect says, "I can't afford it." You immediately respond by saying, "That's exactly why you should buy it!" The prospect will react with surprise. "What? How do you mean?" You then say, "That's exactly why you should take it, Mr. Prospect." And

then you explain how and why he will benefit from paying more than he was expecting to for what you are selling. You may not even have an answer when you say this, so you have to think of the answer very quickly. The answer just has to be logical. It doesn't have to be great. It just has to be logical.

Here is another way you can use the instant reverse close. You call a prospect to arrange an appointment and the person on the line says, "I'm not interested." (Have you ever heard that before?) You say, "Mr. Prospect, that's why exactly why I'm calling." The prospect will be caught off guard. "What?" You say, "Mr. Prospect, most of our very best customers were not interested when we first contacted them. But now they've become our best customers and they recommend us to their friends." The prospect will usually say, "Really, what is it then?" And you say, "That's exactly what I would like to show you, and I just need ten minutes of your time." And immediately, you move on to close on the appointment.

A prospect says, "We don't use that in our house." You say, "That's exactly why you should take it." Why? "Well, if you keep using the same product,

Mr. Prospect, you'll never have any idea that these are one of the better products that are available on the market." And then you proceed to ask for a few minutes to show the prospect how your product or service is better or more affordable than they might have thought.

The Change Places Close.

The change places close is very simple. You are giving a presentation and the prospect will not tell you the *key issue*, the number one reason why they won't buy. As you know, for every product or service that a person can buy, there is a *key benefit* that they want and there's a *key issue* or a *key objection* that is stopping them from buying it. And until you can find out what that key objection is and deal with it, they will never buy from you.

Many of your closing techniques are ways of getting the person to tell you what is stopping them from making a decision. Here is how you use the *change places close* in this situation. You say, "Mr. Prospect, would you change places with me just for a second?"

"Please put yourself in my shoes," (which prospects will do if they are at all empathetic.) You

say, “Imagine if you were talking to somebody that you really respected, and you were showing them a product or a service that was really good for them, and they wouldn't tell you why it is they wouldn't make a decision, one way or another. What would you do if you were in my position?”

Almost invariably the prospect will say, “Well, I'll tell you why I'm hesitating.” And he will give you the reasons why he is hesitating, enabling you to answer them and go on with the sale. You can simply ask, “Mr. Prospect, what would you do in if you were in my position?”

To prompt him to give you more information, you can say, “Tell me, is it the money?” If it's not the money, he will say, no it's not the money. You can then ask, “Then may I ask what it is that is causing you to hesitate?” He may say, “Yes, it's the money.” You can then say, “Mr. Prospect, what would we have to do to satisfy you on that point?” Or, “What would we have to do to do a deal today?” Or, “How far apart are we?” These are powerful closing questions.

Sometimes you will find that you are very close on the price. You may find that it is another issue. Sometimes people say that they will not pay over X

number of dollars because their brother-in-law got one just like it for X number of dollars. And you could find yourself just a few dollars apart. So ask them, how far apart are we? Or, Mr. Prospect, what do we have to do to do a deal today? You tell me and I'll, I'll find out if it's possible.

Most people are honest. He will say, this is what we would have to do to do a deal. And you say, "Okay, let me see what I can do." And at least you're still in the game. You're still in the ring. You still have a chance to sell.

### The Secondary Close.

This is one of the most popular closing techniques of all time. You use it to close on a minor point. Sometimes it is called the minor question close. For example, imagine you are selling a car, and you say, "By the way, will you want the single or multi CD player with the stereo sound system?" It doesn't really matter to you which he chooses. In either case, he has decided to buy the car. Let us say you are selling a house. You ask, "By the way, would you want to take possession on the 1st or the 15<sup>th</sup> of the month? Whichever date they select, they've made the decision to buy the house. In other words, you close on a minor question rather

on the entire purchase decision. It is much easier for a prospect to make a decision on a minor point than on the whole offer.

You can always find a minor point to close on. You can say, "Will that be cash or charge?" Even before the prospect has decided whether she wants to buy. "Well, I'll pay cash." They've made the buying decision. How they pay for it is a minor issue.

### The Alternative Close.

The alternative close is based on this rule. Never offer a prospect the choice between *something* and *nothing*. Always make it a choice between one of two items. Always offer him a choice between Product A or Product B. "Which house do you like best? This one or this one? Which car do you prefer? The 2-door or the 4-door? Which type of tires do you want? The radial or the standard?" Always give them at least two choices. The prospect will answer you and say, "Well, I like product A better or I like product B better, or I don't like either product." You can then ask *why*. This gives you an opportunity to continue selling. But don't ever ask, "Do you want this or not?"

## The Preference Close.

Always ask, “Which do you prefer? “ This is called the *preference close*. Which do you prefer? Asking people which they *prefer* is a good way of finding out where you are in the sales presentation. This is another version of the Alternative Close and it is very helpful in getting a buying response from a prospect.

## The Assumption Close.

The assumption close is often called the “talking past the sale” close. You simply assume that the person has decided to buy. You talk exactly as if he has just said, “Yes, I’ll take it.” You assume the sale and ask something like, “How would you like to make payment?” or “Where would you want this delivered?” or “How soon do you need it?”

For example, imagine that you have just finished your presentation. You ask, “Well, who is going to handle the mortgage arrangements for this?” Even before the prospect says, “Yes, I’ll take it,” you ask, “Who will handle the mortgage arrangements?” You assume that he has decided to buy. You talk past the sale and you go on to wrap up the details. This *assumption close* is one of the most powerful

closes you can learn. It only takes a little practice to master.

### The Take Away Close.

With the *take away close*, even before the prospect says yes or no, you begin to suggest that the product may not be available. You might be out of stock. Sometimes people are not even aware that they want the item until you suggest that they may not be able to get it.

One example of the take away close is the situation where you finish the sales presentation and the prospect has not yet made a decision. You have answered all their objections. He starts saying something like, "Well, it seems kind of expensive. I don't know if we can afford it right now."

You say, "Excuse me for a moment. We were talking about the *blue* one, weren't we? We've really had a run on the blue ones lately. They are very popular. Let me call the office (or the warehouse), and make sure we still have them in stock. May I use your telephone?"

The prospect suddenly becomes aware that he might not be able to get it. He says, "Yes. You can

use my telephone.” At that moment, he has made the decision to buy. You can phone, confirm availability, and then hang up and say, “You’re in luck. There’s only one left and I reserved it for you.’

Many people don't realize how badly they want something until you suggest to them that they can't have it. When we are teenagers, we call this “playing hard to get.” You didn’t even know that you were interested in that boy or girl until he or she began playing this game with you. They use technique in stores all the time. You are looking at an item and the salesperson says, “Do you like that?” You say, “Yes, it looks all right.” The salesperson immediately says, “Well, let me make sure we have it in your size. I’ll go and check.” You say, “Yes, make sure you have it in my size.” You have just decided to buy it.

The salesperson returns and says, “Yes we do have it in your size, just one.” And suddenly you want it, before someone else gets it. This is a closing technique they use in ladies' boutiques. They all use it.

Here is another example you are familiar with; a woman is trying on something in a store. It's

expensive. (This technique is never used with anything cheap.) When someone is trying on something that's expensive, the sales clerks have an invisible signal. They wave their hands or ring a bell, or something. It causes all the other sales clerks to come running over. You're trying on something that is ridiculously expensive. And they all rush up and say, "Ooh, that looks very good on you, doesn't it?" All the sales clerks cluster around like hens. They cluck and they say, "Yes, that looks really good on you. Oh, that looks good on you." And you say, "Really? You really think so?" And they say, "Oh, yes, yes, yes!"

As soon you say, "Well, okay," they break up and all rush back to their customers. Meanwhile, you've bought the item.

My wife has come home with the funniest looking outfits as a result of being closed like this. But she wants to try it on for me because she's not quite sure if she made the right choice. She's not quite sure why she bought it at all. She comes in and she says, "Be perfectly honest with me." And I'll say, "I don't really think it suits you." And she will say, "But everybody in the store said it looked great on me. And there was only one left in my size." Be

very alert to this technique being used on you, or on someone you know.

### The Puppy Dog Close.

This is one of the most powerful and best closes of all. It is based on the old story where the kids corner the parents and say, “We want a puppy. We want a puppy. We want a puppy.” The parents, knowing what is involved in caring for a dog, say, “No! You’re not getting a dog. You won’t take proper care of it.” The children then say, “Well, please just take us to the pet store and let us look at the puppies. Eventually the parents give in and take them to the store, but just to *look*.

The pet storeowners are smart. They know what's going what the parent is thinking. They will then say, “You don't have to make a decision like this right away. You want to be sure. Why don't you take this little puppy home and just play with it for the weekend. And if you don't like it, you can bring it back on Monday.” The kids say, “Yes, yes, yes, just for the weekend, just for the weekend!” And the parents say, “Well, all right. Just for the weekend. Just for Sunday.” Well, by Sunday night, the kids have lost interest in the dog and the parents have fallen in love with it. As a result, they

end up keeping the puppy, and the sale is made.

This method really works. Any time you can give your prospect an opportunity to touch, taste, feel, smell, or use the product, this is a *puppy dog close*. One of the most successful photocopier distribution companies I've ever seen has one simple marketing and sales strategy. "Place machines." They have ten trucks and 30 sales people. All the salespeople do is to visit prospective customers and invite them to try out their machines at no charge for a week. Once the prospect has used the machine for a week, he/she gets used to it. They like it. They enjoy its superior features to what they've been using in the past. Initially they may say, "No, thank you. I'm not interested. I can't afford it." But after they have used it for a week, they become accustomed to it, enjoy the convenience of it, and they decide to keep it.

I used to have a friend who sold motor homes, big, expensive motor homes. They cost fifty thousand dollars and more. And in good times and bad, this salesman is one of the top motor home sales people in America.

Here is how he used the *puppy dog close*. A prospect

would come in to look at a motor home. Now, this salesman knows that people who buy motor homes shop around before buying. They go to every single vendor of motor homes within one hundred miles. Motor home owners and purchasers are fanatics. And they know everything there is to know about motor homes. So when they come in, he meets with them and talks to them. He shows them through the motor homes. He doesn't try to close them. He establishes rapport with them. He tells them his name and he learns their names.

He gives them his business card. He gets their address and phone number. He says, "We have a newsletter on motor homes and we'll put you on the mailing list." The next weekend, he phones them at about ten or eleven o'clock Saturday morning. Now, where are most people at ten o'clock, eleven o'clock Saturday morning? They're at home. He says, "I'd like to take you out for lunch. I'd like to show you something absolutely fantastic. I'll pick you up at your home at 12:00."

They are pleasantly surprised and they agree. At 12:00 noon, he drives up in front of their home in a big, beautiful, \$50,000 motor home. He invites

them to get in and he tells them he has something neat to show them. Of course, they're a little curious. He then drives them to a beautiful park just outside the city that he lives in. The park has long, sloping hills and a lake. There are ducks and geese swimming in the lake. There are trees on the other side, and there are mountains in the distance.

He pulls up in this big motor home, swings a loop and stops so that you can sit at the kitchen table in the motor home, looking out the window at this beautiful view. He then says, "Sit down over here please." Once they are seated, he opens up the microwave, heats up the food, takes wine out of the refrigerator, puts it in a wine bucket, pours a glass for each of them, and then lays out the food, the china and the utensils. He sits down with them and he says, as they're eating, "Now, isn't this exactly what you want? Isn't this nice? Wouldn't it be nice to be able to do this every single weekend?"

He then says, "We have a special on a unit just like this. You can be driving it away by tomorrow afternoon. Then you will be set for the entire summer. What do you say?" With this version of the *puppy dog close*, he sells more motor homes than

almost anyone else in his industry. This method of selling gives people the chance to experience the product. And once they have tried it out and enjoyed the benefits, they buy it.

The Ben Franklin Close.

The Ben Franklin close is one of the most powerful of all closing techniques for a very simple reason. This method closely parallels the way you and I think and make decisions in every area of our lives. We weigh the pros and cons. We look at the reasons in favor of a decision, and compare them with the reasons against making the decision.

The Ben Franklin originates with Benjamin Franklin, America's first self-made millionaire. He developed the habit of making his decisions by taking a piece of paper and drawing a line down the center. He would write all the reasons in favor of making the decision on one side of the paper, and all the reasons opposed to the decision on the other side. He would then study the lists, and make his decision.

Whenever you are selling anything complex, this is an excellent method to use. When a prospect is having difficulty making up his mind because of a

variety of different factors, you say, “Mr. Prospect, let's use the Ben Franklin decision making method. It's very simple. Ben Franklin used to use this and he became one of the richest men in America, making decisions on this basis. This is how it works. Take a piece of paper and draw a line down the center. Now, let's write down all the reasons in favor of making this purchase decision on the left hand side.”

You then start listing off all the benefits and advantages of your product or service. “Remember we talked about *this*? And remember we talked about *that*? And we talked about *this*, and it does *this*, and it does *that*. And you have this and it includes this, and so on.” You have the prospect write down every single buying reason you can think of. You restate all the good reasons for buying your product. And then you ask, “Is that everything, Mr. Prospect?” “Can you think of anything else?” The prospect will eventually say, “No, I think that's everything.” You then say, “Okay. Now, you fill out the other side.” And you hand him the pad of paper and the pen. You then sit quietly. Now, the sharpest prospect I've ever seen couldn't think of more than two or three reasons not to buy. You then look at his list and

you say, “Well, Mr. Prospect, it looks like you've made your decision.” The prospect will almost invariably say, “Well, yes. I guess I have.” You can then go on to wrap up the sale.

I taught this close recently to a gentleman who sells and leases commercial real estate. He told me later that he had heard about this close all his life but he had never used it. Then he found himself in a negotiation with a large financial institution involving the sale of a series of properties between two institutions. He had been going back and forth with these people for three weeks. He said, finally, “Why don't we use the Benjamin Franklin decision making method?” Since they had nothing to lose, they decided to give it a try.

The vice president of the financial institution sat down and went through the Ben Franklin decision-making method. The salesperson told me that he followed the close, word for word. After listing all the reasons in favor of proceeding, he turned it over to the vice president and said, “Now, you write the reasons opposed.” The vice president could only come up with two or three reasons. The salesman then said, “Well, it looks like you've made your decision.” The vice president said,

“You're right. I have. Let's go with it.” The salesman made about \$50,000 commission on that sale. He said he was just amazed.

### The Summary Close.

The summary close is used at the end of the presentation. You say, “Now, let's just briefly go over what we've talked about.” You then summarize everything that you have just discussed and explained.

You summarize the features and the benefits, one by one. You go through the entire list, right down to the last reason he/she should buy. You ask, “Can you think of anything else?” The prospect will usually say “No.” You then say, “Well, why don't you give it a try?” Or “Should we get started on this right away?” Or “Is this what you had in mind?” Or “Why don't you take it?” And you just simply close the sale.

When you summarize all the reasons for buying the product or service one after another, you will bring the prospect to the point of his greatest buying desire for what you are selling.

For example, let's say that you're selling a home. You say, "Before you make a decision, let's look at all the features of this particular home. Well, it has this open kitchen. And it has a big backyard. And it has four bedrooms and a den. It has a double garage. It is on a quiet street, close to schools and shopping. It is well built and cared for. The price fits within your guidelines. And so on. You can probably get to forty positive features with a little bit of creativity.

The prospect says, "Wow! You're right. It's got all those features that we are looking for." They didn't realize how good the home was until it was perfectly described. A summary close can be a powerful way to convince the prospect overwhelmingly that what you are selling is a good deal.

The Order Sheet Close.

The order sheet close is first used when the presentation begins. The prospect comes to see you, or you go to see him/her, and the first thing you do is to pull out an order sheet and write the date on it. From then on, whenever the prospect says anything about the product or service, you write it on the order sheet. The prospect may try to

stop you by saying, “Wait a minute, don't write anything down, I'm not buying anything today, I'm just looking.”

You reply, “I understand, but I have a terrible memory for detail. So I like to write everything down. And if you don't buy anything today, we'll just throw it away. Okay?” And you just keep writing on the order sheet. Eventually the prospect gets used to seeing their information written on your sales contract. It becomes harder and harder not to buy when the sales conversation is over.

Another way that you can use the order sheet close is to just pull out the order sheet and start filling it out at the end of the presentation. Assume the sale and begin completing the details. The customer has to stop you from writing to stop the sale from proceeding.

Then you say, could you give me the exact spelling of your last name for mailing purposes. They give you the exact spelling of their last name, they've made the decision to buy.

The Relevant Story Close.

This is a powerful closing technique because we

make all of our decisions with the right brain. And the right brain is stimulated by stories and pictures. Whenever you can create a picture, as in the *power of suggestion* close, or when you can use visual sales aids, or whenever you can tell a story about your product or service, you can stimulate the prospect to buy. People will remember a story about a product or service for years, but they will forget all the technical details in ten minutes.

You can use a *relevant story close* is when the prospect is having difficulty making a decision. You can use it in the middle of a presentation, as well. You can tell a relevant story about another prospect who was hesitating about buying this product or service, and they finally decided to do it. Explain how happy they are today that they bought it.

The Door Knob Close.

The *door knob close* is the close that you use when you have almost lost the sale. You've made your presentation. You've given it your best shot. The prospect has resisted. The prospect still has that one major issue, that one major objection. They're not telling you, because they know if they tell you, you're going to answer it and make the sale.

You have said everything you can think of. “Is it the money that you're concerned about. How far apart are we? What do we have to do to make a deal today?” The prospect keeps saying, “No. I'm not sure. I want to think it over.” But he won't tell you what it is that's stopping him from buying. You know that he can afford it, and that he likes it, and wants it, and so on. Finally you say, “Mr. Prospect, thank you very much for your time. I know how busy you are, and I appreciate your talking to me. I'll be on my way now.”

You close your briefcase, get to your feet and go to the door. As you get to the door, you put your hand on the door knob. At this moment, the prospect begins immediately to think about what he is going to do as soon as you leave. His sales resistance drops. You then turn around and say, “Oh, by the way, just before I go, I was wondering about something. I know that you're not going to buy anything today, but I wonder if you could help me with my sales presentation. Could you tell me, what was the *real* reason that you didn't buy today?”

Often the prospect will say, “Well, I'll tell you. The real reason was *this*.” At that point, you take your

hand off the door knob and you go back in. You set down your briefcase. You say, “Mr. Prospect, I am so glad you told me that. That's my fault. Obviously I didn't explain that part of our offering to you. May I go over that point just one more time?”

Now you have the key reason for not buying. If you can answer it effectively, you can close 50 percent and more of these lost sales.

The Referral Close.

The basic rule is this. You should never leave a prospect or a purchaser without at least two referrals. When you've finished speaking to a prospect or a client, whether he buys or not, there are a variety of ways to get referrals. For example, you can say, “Mr. Prospect, I know you're not in a position to make a decision today. But could you give me the names of two or three people who you think may be able to take advantage of this offer?”

Now, this is a form of the alternative close. Give him a choice between two or three referrals. The prospect will almost always pick *two* because it's easier. He will say, “Well, yes, I can give you a couple of names.” And he'll give you the names.

The prospect will always give you the first names that pop into his mind, people that he knows the best. These will be the names of people that he is very familiar with, people that he works with or associates with.

You then say, “Mr. Prospect, would you happen to have their phone numbers handy?” They will usually have the phone numbers nearby. Now you've *closed* on the phone numbers. Then you ask, “Which of these prospects should I call first?” You are using another *alternative close*. He will probably say, “Well, call Bill first.” Now he has answered affirmatively to four questions in a row. You then ask, “Mr. Prospect, would you call Bill right now and tell him that I'm coming over?”

By this time the prospect will say, “Well, sure.” He will pick up the phone, call Bill and then send you over to see Bill, or whoever it happens to be. The reason why a referral is so much more powerful than a cold call is that with a referral, you have all the credibility of the person who is referring you. With a cold call, you go in with no credibility at all. And credibility, the amount that the prospect believes you, is the critical factor in buying.

You need 100 percent credibility before the

prospect will buy. If you get a referral, you start off with 90 percent credibility. If somebody that you know and respect sends somebody to see you, you'll give that person the same treatment, the same courtesy that you would give to your friend. Always ask for referrals and never leave a presentation, if you possibly can, without, without at least two referrals.

Here is another idea with regard to referrals. Go back to all of your previous customers, call them up and ask them how they are doing. Are they happy with what they bought? Do they have any problems or questions? Is there anything that you can do for them? And, and if possible, go and call on them personally.

I have a friend who's an excellent sales person. Every January, right after the holidays, he goes and calls on every single customer he's got. He spends two or three weeks calling on back on his the people who have already bought from him.

After making sure that they don't have any problems, making sure they're happy, he gets two or three referrals from each. It takes him six months to work through those referrals. He makes half his sales for the year without any cold calling.

Any person who's been in selling for more than 90

days should be working off of referrals almost 100 percent of the time. Referrals that people give you, or referrals that come to you as a result of good things that you've done in the marketplace are worth their weight in gold.

These are the 24 best closing techniques of all time. They are vital sales tools. They have to be mastered through study and practice. The more tools you have in your sales toolbox, the more likely you are to make a sale. For some fields of selling you'll only need two or three closing techniques, and you'll use those all the time. But the more sales closing techniques you know, the more competent you will become at closing.

Here's a final piece of advice that helped me dramatically when I started my career. And it's simply this. Use throwaway presentations to develop your skills. Whenever you get into a presentation with a person who you *know* is not going to buy, and you know you have nothing to lose, throw the whole book at him. Try out every closing technique and every qualifying technique and every objection answering technique that you can think of. You only really learn sales techniques



by using them face to face with a live prospect.

When you meet a person who's not going to buy, develop your skills by using them all.

In these throwaway presentations, where you just sit in there and work away until you literally get thrown out, you will learn more, faster about how to close good prospects than in any other way. The key to sales success is to act boldly and to close boldly.

In other words, ask for the order boldly. Ask it like you confidently expect the other person to buy. Act as though it were impossible to fail. Ask the closing question like it is inconceivable to you that the person could say anything but yes. And practice your voice. Practice your tone.

Make sure that you look like a million dollars. Make sure that your voice is strong and bold and clear when you ask. Speak strongly. Ask as though you expect the person to say yes. To be a great sales closer, you must be enthusiastic. You must love your product. You must believe in your product. You must have confident expectations, and you must persist. Persistence is to the character of man and woman as carbon is to steel. If you will persist,



if you will keep on keeping on, no matter how many times people tell you “No “ you must and

will eventually succeed. No matter how many doors you knock on, no matter how many times you get turned down, if you will keep persisting and persisting and persisting, you will succeed, and you will become one of the great sales people of your generation.

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