

Your Free CAMELOT

Newsletter-Report No.3

a sample extract from our E-Book

"Genuine Wealth Creation"

An introduction to

"How to Close the Sale"

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How to Close the Sale!

Before we get into "How to Close the Sale" it is important that you first understand what "selling" is. Selling is not something that you should conduct in the same way as you would a scientific or manufacturing process. In its true essence Selling is an "art form" each 'sales artist' brings their own talent, personal attributes and personality to 'the table'.

You cannot simply go down a form, a list, and tick every box in order so that when you get to the bottom of the list you automatically make the sale. To some degree this can be attempted and like any good professional there should always be a method, a plan, to get the desired result but the world of selling is so much more than a 'ticking of boxes'.

Why? - because it involves people and human emotion. Like a piece of original art, like a painting, some people will like it, some will not. A painting will be made up of many colours, different textures, different brush strokes and a style belonging to the 'artist' and while one piece of art may appeal to one purchaser it may not appeal to another. That is why we say that Selling is an "Art Form". The better the artist, the more flexible and skilled, the more the artist will sell and sell at a greater price.

As we said Selling involves fundamental ingredients these are People, Products or Services, Money, Timing and Human Emotions.

Whilst we cannot all be naturally talented artists we can all learn how to improve upon what basic skills and talents we already have. For some the journey to success in sales will be short, some will take longer BUT we can assure you that once you understand the fundamentals of selling, even if you do not become a professional sales person yourself, you will be vastly better equipped to apply those skills to many other areas of your life.

Of course for those of you that are looking to start your own business learning, understanding and improving your sales skills will have a huge impact on the success of

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your venture.

The Art of Selling, when boiled down to its true essence, is **the transference of trust between the sales person and the buyer** in a product or a service, and the company providing it.

No-one, and we repeat NO-ONE, will ever buy anything from anyone that they themselves do not trust. We are sure that you, like us, have walked out of a store without buying what we went in for because we did not like, nor trust, the sales person who came up to us.

Also never, ever, be ashamed of being involved in selling. For “Sales” are not something that you “do” to someone, “Sales” are something that you do “for” someone. Yes you may make a profit or a sales commission by making the sale but if you are selling worthwhile products or services and we would always recommend that you never sell anything that you yourself do not trust or would not use yourself then the person buying that product or service from you is going to get an even greater benefit from the use of that product or service than you will from the money you receive from that sale.

One of the fundamentals of economics is that people, now more than at any time in the past, will not pay more for a product than it is really worth so the purchaser will normally derive greater benefit from the sale than you but remember if you try to cheat people you will not stay in business for very long. Honest sales people dealing honestly with good products that provide value for the consumer will always enjoy the longest term success!

As this is merely a “Newsletter-Report”, an extract from our E-Book, we must state that we will not be able to cover every last detail of this “art form” in these few pages. In fact this particular subject has filled volumes of books but we will endeavor to give you sufficient basics and hopefully teach you some ideas and concepts that you may not have previously known or even considered.

Okay, so “How do you Close the Sale”?

1. As we have stated **Selling is the Transference of Trust** from the sales person to the potential buyer in a product or service. So the very first and most important step is to build a relationship, a rapport, a 'connection' with the potential buyer. Obviously some people relate better to strangers than others do and some people make friends easier than others so this is a skill that you need to develop. An outgoing personality will help tremendously but we have also seen normally shy people succeed in selling by merely 'willing themselves' to overcome their shyness. If you are a shy kind of person perhaps join a club or association perhaps something like Toastmasters where you get to meet strangers in a controlled environment and where you will be surrounded by people that are interested in helping you overcome your natural shyness.
2. **Do not rush the buyer** successful “cold call” sales people will spend 80% of their time getting to know their client first, building that relationship, that trust, before they even try to take 'their sample out of the bag'. Obviously you cannot waste the time of the potential buyer or they will quickly tire of you so you need to learn how to judge the amount of time you spend developing that rapport, that connection. Your own particular selling situation will also help to determine that amount of time.
3. **Listen carefully and intently to what the client is saying about themselves and their problems or issues.** The best sales people are those that listen - not those that do all of the talking and that is a fact! Once again listening is a skill, an art-form - **work hard to develop the skill of listening**. Think about this yourself from your own experience. When you have really enjoyed a conversation that you have had with someone was it not a conversation where you have done most of the talking and not the other 'guy'. People enjoy talking about themselves and their



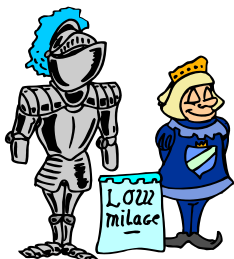
problems and the reality of human behavior is that those that talk the most enjoy the conversation the most. A skilled sales person will *lead* the conversation, through carefully placed comments or questions, but he or she will let the potential buyer do the majority of the talking. This way you can find out the information that you need to best help your potential client with your product or service. After all that is why you are there to learn what the client wants and needs. Do not monopolize the conversation trying to impress the buyer that you are the world's expert in this or that field. Let the buyer talk the most, he will enjoy the conversation and once you have left the buyer will think "Gee I enjoyed talking to that person, what a great guy/girl". Make the potential client feel that you are, hopefully honestly, personally concerned about him and his problems. Believe us this works - BUT it takes practice and discipline. **Listening is a skill and a very vital skill** - you will seldom really succeed in the sales arena unless you develop it.

4. **Becomes your client's friend, not their teacher!** If you teach them all you know about your particular field or product or service then they will not need you, will they? If they know all you know they can go out and buy your product elsewhere, armed with your knowledge!
5. **Ask questions!** As mentioned ask questions to probe your prospective client to find out what their 'hot buttons' are, what their problems or issues are they may well not be what you think they are. You may think that the buyer's issue may be the price of the product you have to sell but if you ask the right questions at the right time you may well find out that 'price' is not the issue it may be features, or warranty or anything else. As is covered in our earlier Newsletter "the Art of Negotiation" asking questions is vital to success "ask" rather than "tell"! You will also find that if you ask your questions in the right order, an order that you have carefully planned out beforehand, then you will help lead the prospective buyer to his, or her, own conclusion that your's is the right product or service to solve his or her need. You will seldom ever convince clients to buy by merely "talking at them" ask them the right questions so they can reach the right conclusion themselves. This 'right conclusion' is obviously the purchase of your product or service at the terms you wish them to buy at!
6. **Ask for the appointment, not the sale!** If you need to ring to make an appointment with a prospective client never, never talk about the product or service you are selling over the telephone. The client will probe you but you must learn to resist this temptation as in the vast majority of cases you will lose the sale over the telephone. Remember you must develop that trust, that relationship, before you get anywhere near asking for the sale. If you don't already have a 'telephone script' for asking for an appointment then spend a great deal of time to develop a good one, then test it and test it again until you get to the stage where you secure the vast majority of appointments that you ask for. Remember you only want the appointment - the sale will follow later as a natural progression.
7. **Always focus on the Benefits for the client!** We are sad to say but we see this mistake made all of the time. Yes of course you must know your product or service inside out and be confident in what you are selling but so many sales people become so involved in the products or services that they are selling that they lose sight of *why* they are selling it. They are actually selling their products or services to satisfy a need that the prospective client has and that he, or she, wants resolved. It might be the best product of its kind but, in reality, the prospective client does not want to become an expert like you and learn about each and every feature they really only want to know what the benefits are of the ownership or use of your product or service is. Focus on **selling the benefits** not the features and you will increase your sales enormously.
8. **Offer an "alternative of choice"!** You have generally gone to a lot of trouble and expense to make an appointment and travelled to see your prospective client and nothing is worse than walking out without getting an order. Always try to have "in your sales kit" a variety of choices for your prospective client. Don't just give them a choice between your product and nothing - give them a choice



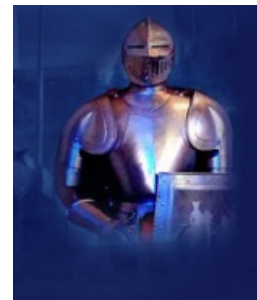
between this product and this product - between a discount for cash or payment terms - between a red one and a blue one etc. Use your imagination to ensure that you can always give your client a choice between something and something - never between something and nothing!

9. **Always be positive - always go into the next appointment like you've just made a million dollar sale at the last one!** The old saying nothing succeeds like success is totally true. If you go into an appointment complaining about the stupid person you just left that couldn't see the benefits of your product you will surely condemn your new appointment to the same fate. Needless to say you should never lie about what you have sold - lies always get found out - but a positive attitude will fill your next appointment with the expectation that he, or she, will be making a good decision in your favor.
10. **Never discuss price until the client understands the features and the benefits (& mainly the benefits) of your offering!** You will find time and time again that people will push you to "just tell me the price". Simply say, pleasantly but firmly, something along the lines of "Sir (or madam), I shall tell you the price as you've requested but unless I explain all of the benefits of our product (or service) to you first I will have not done the right thing by you. I feel it is important that you have all of the right information so that you can make an informed decision as to the value of our product (or service) as I do wish you to make the right decision." If you tell them the price in the early stages of your presentation you run the very real risk of them making up their minds before they really understand the offering and you will often lose the sale that you should have otherwise won.
11. **Remember that people buy what they want, not what they necessarily need!** As we have mentioned Selling is not Marketing but a business that markets its products well will enjoy sales regardless of whether or not people really need their products (or services). Think about it - do we really need to replace our old car with a new one? Do we really need that new coat when there is nothing wrong with our present one? If people only ever bought what they really needed we would all still be living in caves! Therefore **always assume the sale** - never (mentally) decide that someone will not buy something because you feel they cannot afford it, or may not need it. People will constantly surprise you - you will never know how long someone may have been waiting for you to come along with a product, or a deal, that they have wished and waited for for years. Always give the prospective client the opportunity to buy, regardless of what you may think of them or their situation!
12. **Follow up & stay in touch with the prospective buyer** - before and after the sale! Now it goes without saying that once you have invested all of that time, cost and effort into developing a relationship with a client that you should never waste that investment by ignoring the client, either before or after he or she buys. You would be amazed how many sales people forget to stay in touch with a client, especially if they sell a 'once off' kind of product or service. Do not fall into this trap.
13. **Use the latest** in available software to manage all of your sales contacts. There are many CRM - **Customer Relationship Management software** products around that can help you manage those contacts. The most successful sales people still do old fashioned things like posting out Birthday Cards each year to their clients and hand written "Thank You" notes congratulating them on their past purchases. Good, effective, car sales people or anyone



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else selling a high ticket item should also send out a personal 6 month, 1 year, second year etc "Happy Anniversary" card to their clients - you want them to come back don't you and perhaps refer their friends to you? Yes you might send an email instead and 'yes' email is cheaper to do than a physical mail out BUT never, never forget that "Business is People". You are still dealing, no matter how small or large your organization may be, with human beings and every one of us can be, and are, still touched by the basic human emotion that someone thought enough of them to go to the trouble of personally thinking of them and mailing them something. Believe us this will always help you build a strong clientbase.

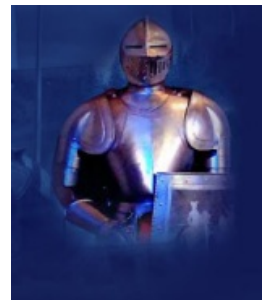
14. **Always ask for referrals from prospective or established clients.** Now it is impossible for you to know everyone in town who may be a potential buyer for your product or service. The very best source of qualified sales leads is to get them from your existing clients and even those people that have not, or may not, buy from you. ALWAYS ask anyone you may present to for a referral. It is as simple as saying something like "Well as you can see our product (or service) provides a fantastic solution to this kind of problem. Don't you think that perhaps some of your friends or associates might like to enjoy these benefits as well?" (Nod your head up and down - use good body language - and wait for them to say "yes".) "Then would you be so kind as to assist me and your friends by perhaps letting me have their contact details so I might be able to help them as well?" (Nod your head again). After getting those details ask the person..... "Would you mind if I mentioned that you said that you were kind enough to refer me to them?" Now you just gotten a new batch of QUALIFIED sales leads that has cost virtually nothing but that may lead you onto sales that you might never have otherwise had. Don't forget to later send the person that referred you a "thank you" note, or even a small present, especially if his friends ended up becoming customers of yours. If you thank the person that referred you you may even get some more referrals from them. Ask for referrals with everyone you meet or present to.
15. Always remember that the "**Desire for Gain is not as strong an emotion as the Fear of Loss**"! A sad human emotion is, for the vast majority, that they have a great fear of making a mistake or a loss by investing their time or money into something new. You could sell the average person a real map to the Mines of King Solomon (you may have heard of this legendary treasure) and most of them would look at the ten dollar, or pound, price tag first before making the investment. Now obviously this is an exaggeration but the principle is the same. People hate losing, no matter what the chances are for success and gain so you MUST overcome this basic human fear but presenting your product, service or business opportunity in a way that will set aside such fears. If you can provide them with a warranty or a guarantee if this is appropriate. Always leave the client feeling secure - always leave them feeling that they have made the right decision by putting their trust in you. Needless to say try to never let these people down.
16. Depending on what it is you may be selling you might be able to use what is commonly referred to as the "**Puppy Dog**" or "**Take it for a Spin**" Close. The best way to sell a cute puppy is to place it in the hands of the prospective buyer - they won't be able to resist. Although it is hardly used these days an old close of some car salesmen was to let the prospective buyer take the car home for the weekend so he could drive his family around in it and let his neighbors see him in it. Everyone loves to feel great being seen in a new car - how can he give it back without buying it - what does he say to his family and neighbors - that he couldn't afford it? Believe us this can work for you too, just first think through all of the issues, insurances, what it is you are selling, etc.



*Take it home for
a test drive Sire?*

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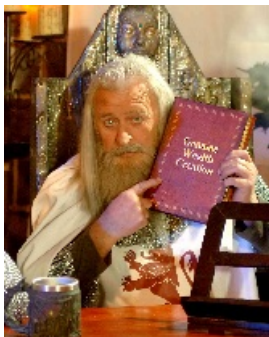
17. **Try the “Tag” method of closing.** If you happen to be part of a sales team or even the sales manager, or owner of a firm you may need to try this if you find that one particular sales person cannot 'close' that difficult prospective client. We once had a salesman that had called on a large prospective client for months and months. He was always treated in a friendly way by the client, the salesman had answered all of the client's questions and provided the prospective client with very competitive pricing - but he just couldn't close the sale. So we sent in another salesman, someone with a different type of personality and this 'alternative' salesman closed that client on the very first meeting. This was obviously a situation of two personalities not fitting in together with the first salesman, who was normally very successful. By putting a different sales person into the mix, one who managed to “hit it off” with the client, the sale was finally made. Try this if you come up against any similar 'brick walls'. Think of this as if you were a football team, or tag wrestling team, coach.
18. Now this may also sound like an old fashioned comment but you should **“always dress for success”**. Now you may ask what this has got to do with making a sale but whether you are the sales person or the managing director or president of the company you should always dress in a manner that makes, both prospective and existing, clients feel as though they are dealing with a successful business and a successful person. This will help ensure that the client feels that you and the business will be there to help them in the future if there is a problem - success breeds success!
19. Last, but by no means, least. **Always ask for the order** - ask for the sale. Far too many sales people do a great presentation, ask the right questions but never really ask for the order. Do not be afraid of rejection. If the prospective client says “no” it just means that you have not yet given them enough reason to part with their hard earned money. If they do say “no” then start asking more questions until you have overcome their objections, do not fall into the trap that so many do fall into -do not leave the order 'on the table' for someone else to pick up - ask for the order!

We have really only provided you here with a few important basic skills and a small, but important, insight into this amazing business art-form. We would highly recommend that you read, listen to and watch everything on this subject you can as 'Sales', like any profession, can take years to perfect but the above will definitely help put you onto the right path to success!

Our E-Book contains a great deal of additional information on this and so many other issues concerning Sales and how to build your profits and wealth. **If you want to change your life & your future for the better, seize the day and get your copy now! You will never regret it!** (See we asked for the order just as we advised you to.)

We trust that you have enjoyed and benefited from this small insight into just one small section of our E-Book “Genuine Wealth Creation”. In fact, this small insight represents less than one per cent (1%) of the content of this amazingly informative publication - it is a “central source”, virtually an encyclopaedia, of business knowledge in one easy to read & understand publication.

You can invest in our, globally applicable, E-Book “Genuine Wealth Creation” for a mere US\$ 24.95 & change YOUR FUTURE TODAY!



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