

Closing Secrets from The Perfect Close



Closing Secret #1	Closing is more effective when it isn't high-pressure or manipulative.
Closing Secret #2	The best closing approach must be easy enough to follow so that when it comes time to actually use the approach, it is second nature.
Closing Secret #3	You will have to make an effort to close the sale. The sale will not close itself. By asking for commitment in the right way you can move forward without being pushy.
Closing Secret #4	Understanding that closing is helping your client and in alignment with your personal values can eliminate reluctance.
Closing Secret #5	Intent matters more than technique.
Closing Secret #6	Planning = Success.
Closing Secret #7	Knowing the difference between an advance and a continuation can mean the difference between success and failure.
Closing Secret #8	By setting appropriate call objectives for each encounter we will achieve an unbroken chain of successful advances that will ultimately lead to closing the sale.
Closing Secret #9	Your value proposition is mission-critical information that you must have in order to succeed in selling.
Closing Secret #10	By brainstorming we can plan the ideal advance as well as alternate/additional advances for our sales encounter.
Closing Secret #11	Every sales interaction must be inherently valuable.
Closing Secret #12	How you sell is a sample of how you solve.
Closing Secret #13	The key to adding value is preparation.
Closing Secret #14	Productivity and success doesn't happen by accident. You and your meetings will be more productive when you plan.
Closing Secret #15	Agendas are powerful tools that greatly improve the likelihood that each meeting will have the outcome you desire.
Closing Secret #16	By asking a timing question prospects cannot reject you or your course of action - only the timing of it.
Closing Secret #17	When we ask if something "makes sense" we are not asking them to do anything - but they can clearly see that is the direction we are heading.
Closing Secret #18	Regardless of a client's answer, The Perfect Close questions leave you and your prospect on emotionally much higher ground.
Closing Secret #19	Timing issues are not price issues.
Closing Secret #20	Clients will always be comfortable with their own suggested next steps.
Closing Secret #21	In the beginning we are all inexperienced.
Closing Secret #22	The Perfect Close allows inexperienced professionals to be productive immediately.
BONUS SECRET	To <i>convey</i> good intent you <i>have</i> to have good intent.



About James Muir

James is the author of *The Perfect Close: The Secret To Closing Sales - The Best Selling Practices & Techniques For Closing The Deal* that shows sales & service professionals a clear, practical and comfortable approach to increase closed opportunities and accelerate sales to the highest levels while remaining genuinely authentic.

James Muir has 30+ years of experience in healthcare, IT & service sales. He has served in every selling role - services, field sales & management. James has a fresh & practical perspective on what works in real life. He knows the training, education & coaching that best helps sales service professionals attain their highest potential.

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