



Close Your Sales Effectively

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Love and Understand People



The Close — Factors to Consider

1. Closing Begins the Moment You Meet Them
2. **Use the Words they Want to Hear**



“Tune your Radio to WIIFM”



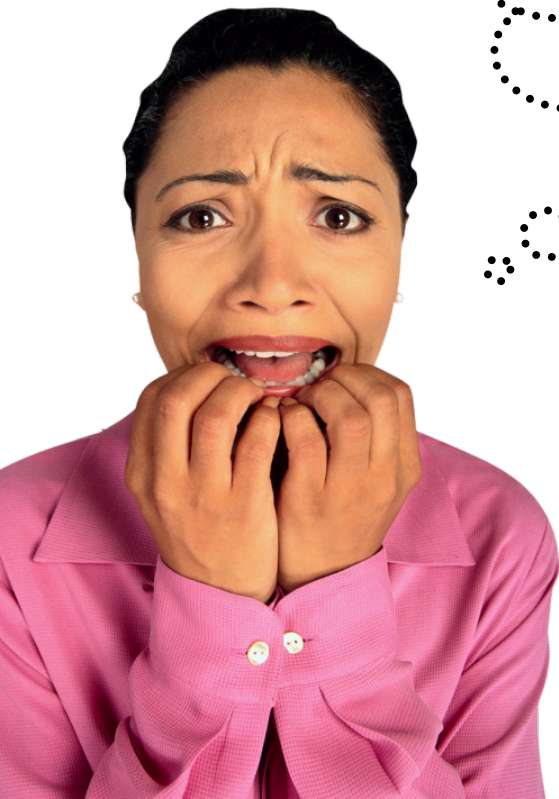
“What’s In it For Me?”

This is the favorite and **only** station your client listens to.

- Know why they are buying
- Remind them why they are buying
- Only talk to them about how this will help them!



Emotional Triggers



Emotional Triggers

~~Bill/Contract~~

~~Cost/Price~~

~~Down Payment~~

~~Sign~~

~~Objection~~

~~Problem~~

~~Cheaper~~

~~Appointment~~

Agreement

Investment

Initial Investment

Approve, OK

Area of Concern

Challenge

More Economical

Visit/Pop Round

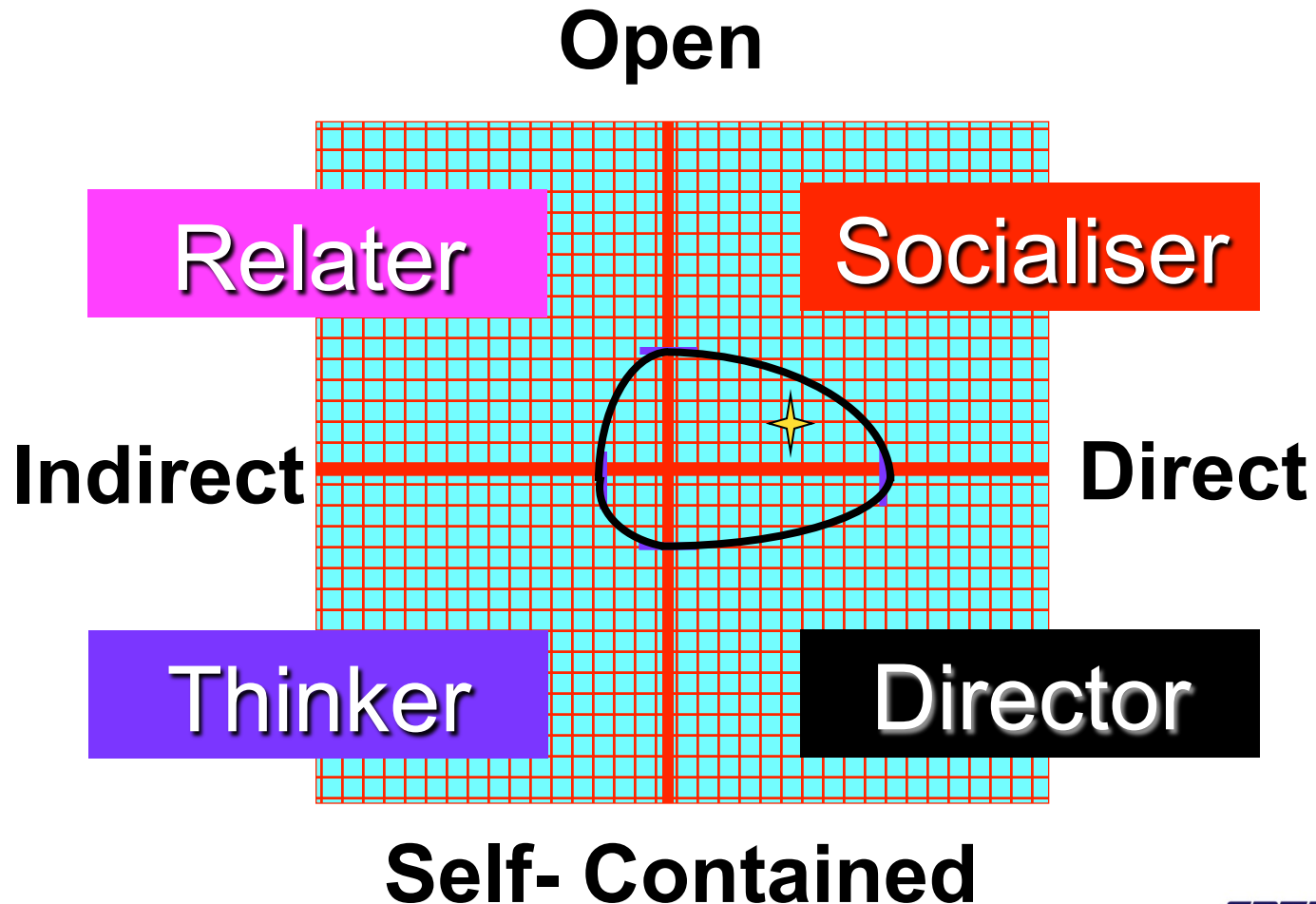


The Close — Factors to Consider

1. Closing Begins the Moment You Meet Them
2. Use the Words they Want to Hear
3. **Use Visual Aids to Involve More Senses**

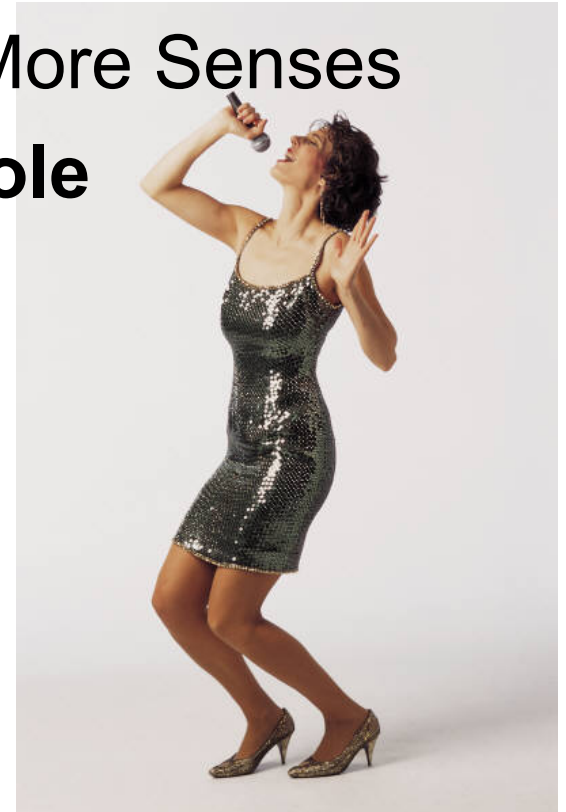


What's Your Personality?



The Close — Factors to Consider

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3. Use Visual Aids to Involve More Senses
4. **Your Voice Plays a Vital Role**



Face to Face

Verbal Content 7%

Vocal Influence 33%

Non Verbal Influence 60%



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4. Your Voice Plays a Vital Role
5. **So Does Your Body Language**



Communication



Smile

Open Posture

Forward Lean

Territory

Eye Contact

Nodding of Head



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4. Your Voice Plays a Vital Role
5. So Does Your Body Language
6. **Be Observant for Buying Signals**
7. **Develop Your Own Closing Style**
8. **Ask a Test Question**



Ask for the Deal

- You have identified your clients needs
- You have presented a consultative solution to their needs
- You have earned the right to ask them to buy your recommended solution...



So Ask!



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6. Be Observant for Buying Signals
7. Develop Your Own Closing Style
8. Ask a Test Question
- 9. Don't Say Another Word**



Stop Selling

- Your clients know what they want
- You to provide their solution
- The more you talk, the more they think you are not done providing the solution
- **Stop** talking and let them decide



Close the Deal

Closing is about confidence

- If your client feels you have confidence in your solution, they will have confidence in your solution
- Confidence comes from preparation
- Role play your final presentation and prepare answers to objections



Thank You



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