

CLOSING THE SALE

There's a lot more to closing a sale than getting your client to sign the agreement. For me there is the constant work in progress of establishing your credibility and building a relationship with the final decision maker.

I once worked for a firm where one of the partners would say to me once everything possible had been put forward to a prospective client "now go and close them". I had already shown the client the options they had, defined the budget, defined what option they would take, and worked out an approximate lead time for these particular systems to be put in place etc.

"It's my personal belief that you close a client right through the introduction of products to the time of confirming that you are the company they want to deal with. Constantly trial closing with them until they paint themselves figuratively into a corner from the responses they have given you along the way."

Whenever I heard "now you're going to have to go and close them" I would always smile because I'd been so complete in reading my client and what they wanted, nine times out of ten it was just a matter of going and picking up the cheque. Even if the client still had a few questions, I had built up such a good rapport with them that it was usually just a matter of working through a few things as I had already demonstrated my knowledge of the market place and what they were trying to achieve.

"AN OPTIMIST IS A PERSON WHO TAKES ACTION, WHO MOVES OUT AHEAD OF THE CROWD." ANON

Paul Richardson - Maximise NZ Ltd



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