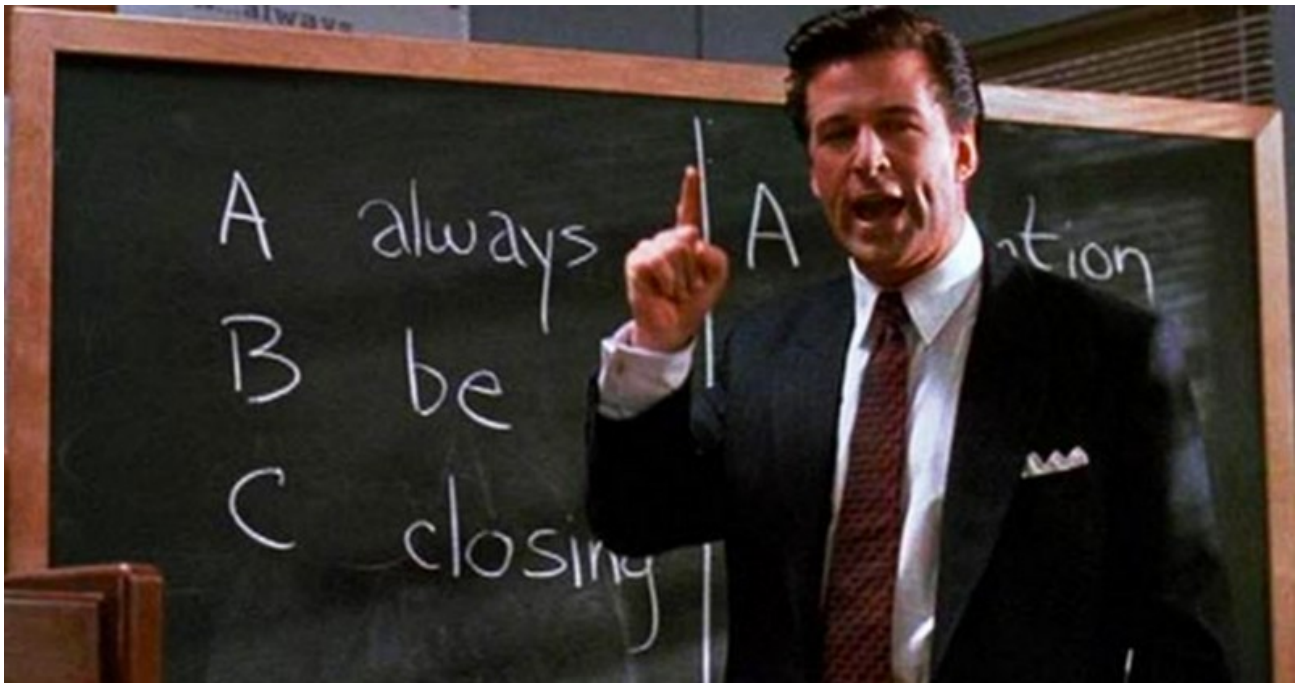
ABC: Always Be Closing Checklist for Sales Success

Your prospect relies on your expertise to explain the value of your solution. Learning and practicing closing skills are key to turning a pitch into a sale. For some, closing the sale comes naturally. But for others, closing skills need to be learned, practiced and perfected. Closing skills can be learned if you are willing to listen and practice. Here are three keys to improving your close rate.



A. Solve A Problem: Your prospect is talking to you for one reason, and one reason only — because they have a need that's not being met.

1. Sales success is about building relationships, not about the one-time deal.
2. If your prospect thinks they need a $5,000 system while a $1,500 unit will solve their problem, explain your products and solution and sell them the $1,500 unit.
3. Not only will they come back to you when they need something else, they'll recommend you to their friends and colleagues and help you build your business.

B. Understand Urgency: Don't promise what you can't deliver, understanding your client's urgency and whether you can meet that timeline is necessary to close the sale.

4. Ask what factors are driving their delivery date. Sometimes, client education is part of the sales closing process.
5. Your client may think they need that unit installed within 24 hours. But as an expert, you may know the unit doesn't need to be installed for 72 hours, and you can deliver that.
6. Don't promise what you can't deliver, thinking you know better than your prospect. Explain what you can deliver and under what circumstances, why that will help your prospect, then deliver.

C. Always Be Prepared to Close: Nothing can cool a sale faster than telling the client you'll send them a contract when you get back to the office; technology has made sales more efficient.

7. You should always have your sales contract, material costs, delivery availability and other key negotiation factors on hand when you're talking to a prospect.
8. Keep your sales contract and materials with you whenever you're talking to your prospect.
9. People are fickle: while your goal is not to rush an uninformed prospect into a sale, if your client is ready to buy and you aren't ready to close, they may find another seller.
10. Treat every sales pitch opportunity as a sales close opportunity and come prepared with all the information you need to close the deal.
11. Increasing your close ratio is the best way to increase your sales. When you've identified sales opportunities and leads, converting those leads into contracts may take time or could happen quickly.
12. Buyers today tend to do their research, know about the competition and are aware of prices before they actually talk to a salesperson.

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