
Secrets of Closing the Sale Summary PDF Cheatsheet —

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? 1. Help Customers Win: You must believe in what you sell, honestly and enthusiastically

The best professional salespeople sell a product or service that helps their prospects get what they want. This honest helpfulness is at the heart of their selling, and it allows them to speak with enthusiasm (which is often contagious) and persistence (not really “hearing” every single objection).

? 2. Build Optimism: You should feel positive and proud to be a salesperson

Adversity is a basic part of sales. To succeed, we must learn to remain optimistic and focused on our positive goals. So remember how valuable selling is, listen to uplifting media, and nurture your physical energy with sleep, exercise, and the right food.

? 3. Assume Success: Close more effectively by acting as if they’ve already decided to buy

You can make the sale more easily and naturally by acting with a positive expectation that they’ve already decided to buy. Begin with imagining your next sales call going well, then paint mental pictures of them enjoying your product/service, and close by asking “*which one?*” they want... not *if* they want one.

? 4. Agree With Objections: Never argue with prospects, but provide them with new information

To handle objections, begin with acknowledging their concern is reasonable. Then provide new information or testimonials. You can soften a forceful objection by rephrasing it in a nicer way or repeating what they said in a curious, questioning tone.

? 5. Talk Value, Not Cost: Answer price objections by demonstrating the cost of NOT buying

To counter price objections, you can explain how your product will cost less money over time, making it better value for money. You can also break down how much the cost will be per year or per day. If your product saves money, then show what the cost of not buying it will be.

? 6. Serve Generously: Top salespeople view each sale as an opportunity to win the next one

Closing the sale is not the end, but the beginning. You build a sales career with repeat business and referrals. So always go beyond your promises, offer products that complement what you sold, and keep in touch with your past customers.

This is just a sample!

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