



blink

Sales Training III Closing Techniques

Our Mission

Blink was created to fill the disconnect between diverse marketing skill sets and the sales problems they're expected to solve.

We have a comprehensive tool set including campaign management web development, print materials, photography, videography, and sales training.

We help you decide which tools to use through data-driven insights. We mobilize your sales initiatives by continuous testing of creative concepts and perpetual duplication of proven principle

Are you finding yourself frustrated by sales deals that seem to fall through, even after months of dedicated effort to persuade the prospect? You're not alone in this struggle. On average, only 19% of sales leads actually materialize into buyers, leaving a significant amount of time and money invested with no returns. But fear not, as you can change this scenario by employing effective techniques to successfully conclude, or "close," your sales deals.

By adopting a proven closing technique, you can ensure that all the time and effort you put into pursuing and persuading prospects results in the desired sale. As a salesperson, this brings you closer to meeting your quota and earning your sales commission, while simultaneously contributing to the growth of the business's revenue. However, with a multitude of techniques available, it's crucial to choose the ones that align with your business.

This guide is designed to thoroughly explore the concept and various types of sales closing techniques, empowering you to outperform your competition with a tailored approach. Read through to the end to discover common mistakes and learn how to avoid them for a smoother start. Let's dive in!

What Is Sales Closing?

Sales closing marks the moment when both the seller and buyer agree to the conditions of the sale, with the buyer committing to complete the transaction. It represents the natural conclusion of the sales process, wherein a prospect or customer decides to make a purchase. This final step in a salesperson's efforts typically involves the prospect making the purchase or signing an agreement.

Sales closing is an indispensable phase of the sales process, serving as the culmination where the prospect commits to buying the product. This pivotal step confirms the sale, allowing sales representatives to meet their quotas and contribute to the business's revenue growth. However, reaching the final purchase agreement demands persistence, as individuals often hesitate before parting with their hard-earned money. Unsuccessful closing renders all prior engagement and persuasion efforts futile.

The make-or-break nature of sales closing can make it one of the most stressful aspects of selling, but it doesn't have to be. Sales closing can be both easy and effective when employing the correct sales methods or techniques, which we will delve into in detail.

Why Are Sales Closing Techniques Important?

Sales closing techniques are systematic processes guiding a salesperson from pitching a product to prompting the prospect to buy. These techniques involve steps to capture interest, showcase benefits, and present an irresistible win-win deal. By seamlessly integrating the close into your pitch, these techniques offer the best chance of achieving the desired outcome at the end of the meeting. This ensures a natural and smooth closing, eliminating the need for pushy

tactics that could potentially harm your relationship with the prospect. Here are key points underscoring the importance of sales closing techniques:

Essential Component: Without a subtle and methodical approach ensuring a "yes" from the prospect, other sales skills and efforts may go to waste.

Productivity Boost: Implementing sales closing techniques has been proven to increase business volume and productivity.

Decision Stage: Closing a sale is the deciding stage, requiring time-tested techniques for optimal results. Guesswork is not an option during the closing stage.

Reputation Building: Effective closing techniques help establish and maintain a positive reputation for the salesperson.

Creating Urgency: Techniques create a sense of urgency, overcoming inertia when a prospect is interested but hesitant to commit.

Building Trust: Techniques focus on making the offer attractive and helpful rather than pushy, fostering trust and credibility with potential customers.

What Are The Best Sales Closing Techniques?

To navigate the diverse landscape of closing techniques successfully, it's crucial for a salesperson to select the most appropriate one based on the offering, customer behavior, and past interactions. Here are 21 effective sales closing techniques to enhance your success rate:

The Visualization Close: Leverage the power of visualization to help prospects see the benefits of their purchase.

The Puppy Dog Close: Temporarily offer the product or service to let prospects experience its value, making them reluctant to give it up.

The Assumptive Close: Assume the prospect's interest and confidently present the offer, nudging them to make the decision to buy.

The Question Close: Address subconscious concerns by asking probing questions to eliminate objections before presenting an attractive offer.

The Analytics Close: Cater to analytical clients by providing clear explanations and compelling statistics for informed decision-making.

The Now or Never Close: Create urgency by offering special benefits like discounts, gifts, or bonuses for immediate action.

The Urgency Close: Apply timely pressure to encourage prospects to make a purchasing decision.

The Empathy Close: Connect emotionally with prospects, showing genuine concern for their pain points and how your offering solves their problems.

The Hard Close: Make a straightforward offer when direct selling is the most effective approach.

The Soft Close: Guide prospects toward the purchase by subtly showcasing the benefits without immediate commitment.

The Take Away Close: Indicate withdrawing the offer to create a fear of missing out, leveraging reverse psychology.

The Summary Close: Reiterate key points and stress the value and benefits to prompt the prospect to commit.

The Sharp Angle Close: Agree with a request for discounts or add-ons and request an immediate purchase, surprising prospects with a favorable offer.

The Something For Nothing Close: Offer an extra feature or free add-on to create goodwill and reciprocity, making prospects feel obligated to reciprocate by buying.

The Objection Solicitation Close: Address objections by asking specific questions to bring concerns to the surface and resolve them.

The Ben Franklin Close: List pros and cons to help prospects make confident decisions, fostering trust in the value of your product.

The Needs Close: Focus on satisfying prospect's needs to encourage them to buy, emphasizing how your offering precisely addresses their issues.

The Artisan Close: Highlight the effort, skill, and time invested in the product to add perceived value.

The Alternative Closing Technique: Assume interest and provide two alternative choices, simplifying decision-making.

The Opportunity Cost Closing Technique: Emphasize what prospects will miss out on if they don't buy, framing the purchase as a critical investment.

This comprehensive list covers various approaches to accommodate different scenarios and customer types.

Common Sales Closing Mistakes To Avoid

While mastering closing techniques is crucial, it's equally important to steer clear of common mistakes that can hinder your success. Here are ten mistakes to avoid:

Talking Too Much Without Listening: Focus on understanding the prospect's needs before delivering personalized recommendations.

Offering Too Much for Nothing: Define limits to the assistance you provide to avoid becoming an unpaid consultant for uncommitted prospects.

Not Focusing on the Solution: Emphasize how your offering solves the prospect's problems rather than just listing its features.

Focusing on Price, Not Value: Highlight the value your offering delivers rather than solely focusing on a low price.

Making Promises You Can't Keep: Avoid overpromising and under delivering; let prospects sell to themselves by asking the right questions.

Not Having the Intention to Close a Sale: Be determined to turn prospects into customers, actively seeking opportunities to convince them without being pushy.

Not Being Ready to Overcome Common Objections: Treat objections as opportunities to address concerns and prove your product's suitability.

Arguing With a Potential Customer: Reason with prospects respectfully and refrain from fruitless arguments, maintaining a positive image.

Not Doing Your Homework: Prepare talking points, key questions, and responses to objections in advance based on the prospect's profile.

Not Getting Access to the Decision-Makers: Approach and convince the actual decision-makers with the necessary understanding and buying power.

How To Improve Your Closing Skills?

Enhancing your sales closing skills is an ongoing process that requires deliberate effort. Here are strategies to help you improve:

Go for Sales Training: Explore books and courses to incorporate new strategies into your sales approach.

Keep a Tally of Your Sales: Analyze your sales performance to identify strengths and weaknesses for targeted improvement.

Talk With Others: Seek advice from team members, former employees, or fellow salespersons to gain diverse insights.

Set Achievable Goals: Establish monthly targets to stay motivated and focused on improvement.

Talk With Customers: Engage with customers to gain valuable insights into effective sales strategies.

Target Existing Customers: Focus on maintaining relationships with existing customers and explore upselling opportunities.

By implementing these strategies, you can systematically enhance your sales closing skills and drive better results.

Buckle Up To Use Sales Closing Techniques For More Closed Deals

With the insights and techniques covered in this guide, you can increase your sales success by optimizing the crucial stage of closing deals. Train your sales team in these techniques to boost your closing success rate, ensuring a consistent effort from both marketing and sales teams for maximum impact. Best of luck in your endeavors!