

## The Art of Winning Every Sale Part Four - Last



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**Having** mastered what was mentioned in the three previous articles, you, as a sales professional, should have other certain skills in order to close a sale.

There are certain skills and parts of the selling process. You, first of all, must have a good and proper product, which the prospect needs. You also must be able to determine the needs of the prospect, be able to make a powerful presentation, be able to handle objections, and master the skills of closing the sale. If you cannot handle all of these skills and parts, you will not sell enough to stay in the profession.

No one will buy any product or service unless he or she needs it. Therefore, before you introduce your product or service to a prospect, make sure to identify his/her needs. The customer is a needy person, thus, you must invest the time and energy to understand these needs. You must perform as a physician, a doctor, who examines the patient and then give the prescription.

This can be accomplished by creating a rich dialogue between you and the prospect and being able to listen more than you talk. Most sales people think that selling is the same as talking. However, the most effective sales professionals know that listening is the most important part of their job.

Sales professionals do not think in terms of educating their customers, but in terms of educating themselves about their customers and their needs.

You must be able to ask open probing questions that would open up a conversation, keep the customer talking and help you to gather more information about the customer and the needs.

Information is power and can offer many ways that would help you to sell. Ask open probing questions to find out more about how the customer will be using your product or service, and to discover the difficulties he/she has which your products or service will solve.

When you have all the needed information, then you are now ready to present the solution that satisfies the customer's needs. You have to bridge and link the benefits of your product or service to these needs.

In order to do so, you must possess presentation skills including language skills, self-confidence, effective communication skills – verbal and non-verbal, and you must have a reasonable level of mental agility. These can be mastered only by practicing and having more knowledge.

However, almost every salesperson is faced with customers who will have some objections regarding a product or a service – except those who are able to answer these objections before they come up.

These objections vary from one customer to another, but they all fall under six categories. Objections may be about the price, performance, after sales or follow-up service, competition, support, and warranties. You must be prepared to answer any of these objections and present convincing evidence to clear any doubt in the prospect's mind. There are many exercises that can help you do that, one of them is the following.

Write down all the objections that you and others in your company ever heard about your product or service. Answer them with satisfying and convincing answers which will leave no doubt in the customer's mind. Then practice them until you know them by heart and keep on looking for any other objections and do the same again.

If the customer is satisfied with the benefits, you can now go for the final stage of the selling process; closing the sale.

However, before that, do not forget to reconfirm the benefits in order to instill them in the customer's mind and gain the highest possible level of commitment. You can accomplish that by saying something like, "Would not you agree, that the solutions we have gone over offer everything you said you were looking for?"

Nevertheless, there are some imperative requirements for closing a sale.

The customer must believe in you, your company, and the product or service;

The customer must want your product or service;

The customer must need your product or service;

The customer must be able to use your product or service;

The customer must be able to afford your product or service;

The customer must understand clearly the full nature of the offer;

You must be eager to make the sale;

You must be able to hear (NO) and continue selling;

You must have closing skills;

You must be prepared to remain silent after asking closing questions, and;

You must avoid the closing mistakes.

The closing mistakes are arguing with the customer, stating your personal opinions as facts, talking bad about a competitor, and over promising. Moreover, you have to put in mind that closing does not necessarily mean selling today and it depends – beside other factors - on the emotional state and readiness of the customer.

When all these are done, do not forget to assure your follow-up service and then follow up. Always try to end the sales meeting by saying something like, “I am excited about starting our business relationship and can assure you everything we talked about will happen to your complete satisfaction. I will be here to make sure of it.”

Selling is an art and a science and it is the process of helping people, honestly, ethically and with loyalty and integrity, solving their problems by means of providing them with your product or service in exchange with something of value.

It is as Robert L. Jolles said, “Doing what you said you will do, listening, and taking customer’s needs to provide solutions, persuading the customer to fix the problem, and link the specific needs of the customer to the benefits of your idea or solution”.

Any organization must reach people who convert its product or service into revenues and profit through an effective sales team, otherwise, the organization will not last in business. Creating such a team requires and necessitates continuous improved knowledge, training and development, which are considered the most important and significant investment an organization can make.

*For further reading and detailed beneficial information on this subject, see:*

- *Achieve Sales Excellence, Howard Stevens, 2007.*
- *Advanced Selling Strategies, Brian Tracy, 2005.*
- *How Winners Sell, Dave Stein, 2002.*
- *Mental Agility, Robert Jolles, 2005.*