

## Close The Sale

Salesmen everywhere are familiar with selling concepts like the Ten Step close, the Circle Close, and others. These techniques all have the same flaw—they are focused on the sale, not the customer. The Conversational Close changes all that. In *The Conversational Close*, William D. Hatch, author of *Ride the Horses, Feed the Lions: One Man's Crusade to Humanize Selling* and *The 97 Club: From Harvard Research to Professional and Personal Success*, takes salespeople and sales managers alike through the process of engaging the customer, discovering their needs, and meeting them where they are rather than expecting them to come around to the salesman's point of view. *The Conversational Close* goes beyond conventional sales techniques and expands on the author's concept of *Horses and Lions*, bringing the average salesman to good, the good to great, and the great to exceptional by teaching the method that created success for him. This book is an A to Z guide to the sales process and will provide you with a solid foundation to help you become an expert sales executive and master the art of closing deals. Sales isn't a "buy the book" process, but this book will provide you with the insights, knowledge, skills, attitudes, and behaviors that will make all the difference in your life in sales. It's divided into three parts: the science, the deal-making process, and the practicality. At the end of each topic, there's a short summary or bullet points. It's a kind of "quick reference kit" that you can consult at any time for a practical application or implementation.

Award-winning sales coach Jeff Shore shows sales professionals how to apply buyer psychology to personalize follow-ups, serve customers—and seal the deal faster. What does a sales professional do when the customer says, “Not yet”? Companies have invested thousands and even millions of dollars in CRM technology over the past decade, but frontline salespeople and sales executives alike are still groping for solutions. The problem of drift—a common phenomenon in which a prospect simply forgets about the product offering and goes dark—is persistent and rampant. Technology doesn't change behavior on its own. Behavior is changed by adopting better habits. The fact is 44 percent of salespeople give up after one follow-up attempt. That sad reality presents a genuine opportunity. In *Follow Up and Close the Sale*, Jeff Shore offers research-based insights into the customer's buying journey to teach sales professionals how to:

- Create and maintain Emotional Altitude for the customer
- Leverage speed as an advantage
- Personalize follow-up to fulfill customer needs and provide value
- Overcome the mental barriers that make follow-up a difficult task
- Select the right follow-up method
- Stay in touch without annoying the prospect
- “Wake up” tired leads

Better yet, this results-oriented book will make the follow-up process, one often dreaded as a grueling chore, to be genuinely enjoyable. Effective follow-up is relationship-based, service-driven, and emotionally positive. It's about rituals and routines, rhythms and the right attitude. It's about not quitting when others give up. Follow-up is what separates the good from the

great.

The Ultimate Solution To Stop The Unending Follow Up Cycle Once And For All! Imagine Closing 80-90% Of Your Prospects On Your First Call... Without Call Backs Or Having To Negotiate Price. One Call Closing Reveals How To Do This. Have you ever had a prospect give you any of these objections? "I want to think about it" "I need to talk to my lawyer/brother/spouse before I go ahead with this" "I can't afford it" "I can buy it cheaper at (your nasty competitor)" "We always sleep on it before we decide" Are you tired of talking to prospects that won't ever buy, and string you along? Does It make you sick to tell your loved ones "It's a number's game, I'll get the next one"? That all ends now. Start Increasing You Sales by 200-500% The Insider's Guide To Closing Sales: Secrets Your Sales Manager Will Never Tell You And Probably Doesn't Know. You have been lied to by Sales Trainers and Sales Gurus. Stop listening to Sales Trainers that only close sales in their dreams. Stop reading sales books by authors who have never made a sale. Inside you'll discover: The closing myths sales trainers tell you that are hurting your sales How to prepare the customer to buy, even before they see you. The best way to discuss price, and when to bring it up. What not to tell prospects, that will guarantee they won't buy. You're doing it now. How to handle competition, and make it irrelevant When to answer objections. It's not what you've been taught. All the questions you need to ask for the customer to close themselves. And yes..... The Single Most Profitable Answer To Any Buying Objection You Will Hear.. Every method in the book is proven in the field. Everything taught has been used successfully in thousands of sales presentations. Everything you read here works. Most sales books are like digging a ton of dirt for a few nuggets of gold. If you seriously want to increase your sales, and make closing in one call a habit...You have just hit the Motherload. "The Only Thing You Won't Be Able To Close...Is This Book"

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance. What if there was a book that incorporated key ideas from all major sales institutes and best-selling sales books into a unique sales process with fifteen shortcuts to make sales happen faster?

What's the secret to sales success? If you're like most business leaders, you'd

say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, *The Challenger Sale* argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one-the Challenger- delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

Win more deals with the perfect sales story! "Power Messaging is a foundational element in our global marketing campaigns and sales training programs. We believe the concepts are core to engaging in customer conversations that are focused on their outcomes and what they want to achieve." —Karen Quintos, CMO and SVP, Dell Inc. "The concepts outlined in this book are critical skills to building a world-class presales organization." —Ken Hamel, Senior Vice President, Global Solutions and Presales, SAP "Our new messaging, using the approaches presented in this book, is great and is being widely used by our sales team. We've never had a year end sales meeting with content that was met with such widespread acceptance and enthusiasm." —Jerry D. Cline, Senior Vice President, Retail Sales and Marketing, AmerisourceBergen Drug Company "The best salespeople sit across the table and make change easy for their customer by creating a succinct story and vision for what to change, how to change it, and how it will impact customer results. An enterprise focus on sales messaging, using the concepts in this book, is the hidden secret to driving incremental sales productivity and overwhelming customer success!" —Ken Powell, Vice President, Worldwide Sales Enablement, ADP "The Power Messaging techniques in this book are the foundation of how our marketing team creates our sales messages, as well as the process our field sales teams use for delivering that message in a unique and compelling way. At Kronos our results are a reflection of the power of the tool." —Aron Ain, CEO, Kronos About the Book: In today's highly competitive world of complex sales, commoditization of your brand is one of the greatest dangers. You must differentiate yourself from the competition—or you will lose out. And the way

to do that is through customer engagement. Rather than sell your own corporate story and brand message, you need to tell customers their story—the one in which they are the heroes and they achieve success. Erik Peterson and Tim Riesterer have been developing and honing their Power Messaging sales technique for more than 20 years, and now they reveal all their secrets in *Conversations That Win the Complex Sale*. Presenting a catalog of facts or playing 20 questions with prospective customers is the surest way to lose the sale. Peterson and Riesterer provide the tools you need to recraft your message into a compelling story that wins more deals. With *Conversations That Win the Complex Sale*, you'll learn how to: Differentiate yourself from the competition by finding your "Value Wedge" Avoid parity in your value propositions by creating "Power Positions" Create a message that can literally double the number of deals you close Spike customer attention and create "Wow" in your conversations Prove all your claims without resorting to lists of boring facts and statistics Your competitors are out there telling their own corporate story—a story customers don't want to hear. Now is the time to seize the moment. This book is the one and only source you need to reframe your sales story and turn the tables on the competition by fully engaging their would-be customers. *Conversations That Win the Complex Sale* helps you create and deliver messages that customers care about, giving your brand the clear edge in today's crowded markets.

Praise for *SELLING LUXURY* "Geneviève and Robin have brought together their talents to create a book that gives all Sales Ambassadors the fundamentals in selling and building customer loyalty." —Hamida Belkadi, CEO, De Beers Diamond Jewellers, USA "Selling Luxury is filled with ways of exceeding each client's expectations through offering a service that surprises and delights." —Aaron Simpson, Group Executive Chairman, Quintessentially What does it take to sell high-end luxury creations to the richest clients in the world? In *Selling Luxury*, Robin Lent and Geneviève Tour, with thirty years of combined experience, share their savoir-faire. You'll also pick up tips from multi-million dollar luxury sales professionals who will help you understand the complexities of the universe of luxury. *Selling Luxury* will show you how a salesperson can acquire Sales Ambassador status by offering the impeccable service associated with the world's most prestigious brands.

Learn the ins and outs of sales techniques with this comprehensive and accessible guide that is the crash course in how to sell anything. Sometimes, it seems like learning a new skill is impossible. But whether you are interested in pursuing a full-time sales career, want to make extra money with sales as a side hustle, or are just looking to turn your hobby into a business, everyone can benefit from knowing how to sell. With *Sales 101* you can start selling now. This clear and comprehensive guide is perfect for those who are just starting out in the sales field. Presented with a casual and an easy-to-understand tone, it gives you the information and training you need to get started. *Sales 101* teaches the basic sales philosophies and tactics that have been successful for centuries, along with newer, more up-to-date information about using the internet and social media to find leads and increase your customer base. Whether you need guidance in making a presentation or closing a deal to handling rejection or managing your time, *Sales 101* shares the best advice and solutions to prepare you for a career in the sales field.

The secrets of breakout selling! Using his thirty years of experience training corporate sales forces, Stephan Schiffman has put together a collection of the most essential techniques for succeeding in the field. From getting leads and cold calling to establishing a solid relationship and closing the deal, Schiffman covers everything you need to know in order to improve your performance and make the sale. Inside this book, you'll find his proven sales philosophy, which includes such elements as: Sales don't happen unless questions are asked. An objection is an opportunity in disguise. A salesperson's responsibility is to help the client solve a problem. No one ever made a good sale by interrupting a client. Whether you're new to the field or looking for a quick refresher, you will finally be able to beat out the competition and take your career to

the next level with *The Ultimate Book of Sales Techniques!*

A guide to the techniques of closing sales discusses new selling methods and customer/salesperson relationship strategies suitable for today's competitive sales climate. "Always be closing!" —Glengarry Glen Ross, 1992 "Never Be Closing!" —a sales book title, 2014 "?????" —salespeople everywhere, 2017 For decades, sales managers, coaches, and authors talked about closing as the most essential, most difficult phase of selling. They invented pushy tricks for the final ask, from the "take delivery" close to the "now or never" close. But these tactics often alienated customers, leading to fads for the "soft" close or even abandoning the idea of closing altogether. It sounded great in theory, but the results were often mixed or poor. That left a generation of salespeople wondering how they should think about closing, and what strategies would lead to the best possible outcomes. Anthony Iannarino has a different approach geared to the new technological and social realities of our time. In *The Lost Art of Closing*, he proves that the final commitment can actually be one of the easiest parts of the sales process—if you've set it up properly with other commitments that have to happen long before the close. The key is to lead customers through a series of necessary steps designed to prevent a purchase stall. Iannarino addressed this in a chapter of *The Only Sales Guide You'll Ever Need*—which he thought would be his only book about selling. But he discovered so much hunger for guidance about closing that he's back with a new book full of proven tactics and useful examples. *The Lost Art of Closing* will help you win customer commitment at ten essential points along the purchase journey. For instance, you'll discover how to:

- Compete on value, not price, by securing a Commitment to Invest early in the process.
- Ask for a Commitment to Build Consensus within the client's organization, ensuring that your solution has early buy-in from all stakeholders.
- Prevent the possibility of the sale falling through at the last minute by proactively securing a Commitment to Resolve Concerns.

*The Lost Art of Closing* will forever change the way you think about closing, and your clients will appreciate your ability to help them achieve real change and real results. \

Despite all the high-tech tools available to salespeople today, the most personal method still works best. Through storytelling, a salesperson can explain products or services in ways that resonate, connect people to the mission, and speak to the part of the brain where decisions are made. The well-crafted story can pack the emotional punch to turn routine presentations into productive relationships. In *Sell with a Story*, author Paul Smith, one of the world's leading experts in organizational storytelling, focuses his wildly popular and proven formula to the sales arena. He identifies the ingredients of the most effective sales stories and reveals how to:

- Select the right story
- Craft a compelling and memorable narrative
- Incorporate challenge, conflict, and resolution
- And more

Learning from model stories, skill-building exercises, and enlightening examples from Microsoft, Costco, Xerox, Abercrombie & Fitch, Hewlett-Packard, and other top companies, readers will soon be able to turn their personal experiences into stories that introduce yourself, build rapport, address objections, add value to the product, bring data to life, create a sense of urgency . . . and most importantly, sell! "If you're serious about increasing your effectiveness as a communicator and looking to transform your sales results, *Sell with a Story* is for you. This book empowered and energized me, and I know it will do the same for you." --Mike Weinberg, consultant, speaker, and author

Whether presenting a product or principle, service or idea, we all engage in sales. Zig Ziglar presents winning techniques for getting a positive response and establishing dynamic relationships. Readers discover how to:

- o project warmth, enthusiasm, and integrity
- o effectively use 100 creative closes
- o increase productivity and professionalism
- o overcome the five basic reasons people will not buy
- o deal respectfully with challenging prospects

Without the close, there is no sale. Pretty obvious, right? Yet, for many salespeople, closing is the most baffling and elusive part of the selling process. All too often, salespeople meet qualified clients and charm them with an eloquent presentation, only to see the sale

mysteriously slip from between their fingers in the end. Which is sad when you consider all the hard work – the prospecting, preparation, planning, and practice – done for the sake of a moment of truth that never arrives. Fortunately, closing is an art that can be mastered, and now *Sales Closing For Dummies* shows you how. Packed with powerful principles that can help you become a top-producing salesperson, *Sales Closing For Dummies* is the ultimate guide to mastering that most mysterious part of the selling equation. Tom Hopkins, the legendary sales genius who, by age 30 was the nation's leading real-estate trainer, demystifies closing and shows what it takes to be a champion closer, including how to: Lead a sale without being pushy Read the signs of an interested potential buyer Use questioning methods that close sales, time and again Help clients feel good about their buying decisions Keep your clients' business and build their loyalty Build long-term relationships and watch your sales grow With the help of dozens of real-life examples from a wide cross section of industries, Tom shows why professional selling is about communication, not coercion. And he shares his considerable insight and experience on: Verbal and visual buying cues and how to recognize them Choosing the best location for closing Addressing concerns and creating a sense of urgency Time-tested tactics and strategies for ending customer procrastination, overcoming their fear, closing from a distance, and more The ten biggest closing mistakes and how to avoid them Add-on selling and other ways of getting your clients to help you to build your business Featuring Tom's Hopkins' trademark "Red Flag" key points and situation scripts, this fun, easy-to-understand guide arms you with the hands-on tools and techniques you'll need to become a world-class closer.

Build stronger relationships with customers through the OPEN Questioning technique By asking four types of questions-Operational, Problem, Effect, and Nail Down-you can address customer needs, find connections, and build the kind of relationships that enable you to close more sales. This hands-on guide shows how to use OPEN Question Selling throughout the sales process, from getting in the door to handling objections to making the close. With more than 100 sample questions and end-of-chapter exercises, you'll soon be on your way to building winning customer relationships.

Get the know-how to close a deal and make your quota—in a day! *Closing a Sale In A Day For Dummies* outlines the anatomy of a sales closing, offers strategies for asking the right questions, and gives you invaluable tips for overcoming tough customers. The anatomy of a close Questioning and listening strategies No frills closing techniques Overcoming tough customers This e-book also links to an online component at [dummies.com](http://dummies.com) that extends the topic into step-by-step tutorials and other "beyond the book" content.

What's the best way for a salesperson to find out what a potential customer really needs? Ask! It sounds simple enough, but many salespeople get so tangled up in nerves, benefits hawking, and making "the pitch" they forget to ask questions - or to ask the right questions. This unique book gives salespeople at all levels precise guidance for asking the right questions. It shows them how to: \* formulate questions that generate meaningful dialogue and uncover opportunities \* funnel a prospect from an opportunity to a sale \* determine a client's true motivation \* pace a conversation, gain and keep client interest, and maintain control of the conversation \* present solutions \* deal with a prospect who won't "follow the script" "

Master the art of closing with this authoritative guide to powerhouse sales *The Very Little but Very Powerful Book on Closing* teaches you how to close sales—simple as that. This book is packed with information that has the power to change your perspective, and to strengthen your ability to build relationships, forge new partnerships, and close sales at the prices you want. As an essential element of every sales professional's toolkit, this powerful guide will help you discover how to ask the right questions and create a sense of urgency that prospects cannot ignore. Closing sales is what makes a business a success; no matter how wonderful your products and services, your business is not going to succeed if you don't have the ability to

close the sales that will drive your company to the top of its industry. Even more motivating is the fact that closing sales—and driving the success of your business—also increases your personal accomplishment in the financial arena. Change your perspective to enhance your closing ability Learn to build relationships and forge key partnerships Identify the questions you need to ask in order to understand the purchase drivers influencing your clients' decisions Develop a winning sales formula Sales professionals face competition at every turn. Whether you're trying to win a new account or are retaining key clients, closing is an essential aspect of the sales process—one that you must understand and execute in order to keep your numbers high. The Very Little but Very Powerful Book on Closing is the resource you need to take your closing skills to the next level.

Journeys of the World is proud to present its collection of beautiful Travel Photography books, with its first publication: "Journeys of Cinque Terre". This book features a wide variety of photography from all 5 villages, which make up this world renowned and protected area in North Western Italy (Cinque Terre). Regardless of how many countries you plan on visiting or have visited, it's very likely that you will encounter the vast majority of what is featured in our publication when visiting Cinque Terre. In Journeys of Cinque Terre, the photos were taken on the spot, with no prior arrangements and on the "go". Unlike many other publications, we don't stage or make prior arrangements for our photography. Our product also contains over 90% of photography. This is truly what makes this an exciting item. Journeys of Cinque Terre, along with all other products to come out, has been set up to promote the beauty of its chosen location. This item wants to promote the visual history of Cinque Terre, for both Esthetic and Educational purposes. We guarantee that our publication will satisfy any of your curiosities, through the magic of our lenses. For more info, also check out [www.journeysoftheworld.com](http://www.journeysoftheworld.com) Brian Tracy, one of the top professional speakers and sales trainers in the world today, found that his most important breakthrough in selling was the discovery that it is the "Psychology of Selling" that is more important than the techniques and methods of selling. Tracy's classic audio program, The Psychology of Selling, is the best-selling sales training program in history and is now available in expanded and updated book format for the first time. Salespeople will learn: "the inner game of selling" how to eliminate the fear of rejection how to build unshakeable self-confidence Salespeople, says Tracy, must learn to control their thoughts, feelings, and actions to make themselves more effective.

Master The Best Practice in Closing Sales Everything has changed. The latest science shows that old, counter-productive closing tactics backfire and hold you back. In The Perfect Close you will learn a closing method that is nearly always successful (in the 95% range). It's zero pressure and involves just two questions. It's a clear & simple approach that is flexible enough to use on every kind of sale at every given stage. It can be learned in less than an hour and mastered in a day. It is especially helpful for new and inexperienced salespeople and professionals who dislike the "stigma" of selling or find the selling process awkward or uncomfortable. In The Perfect Close: The Secret to Closing Sales you will learn: A simple method to closing that is nearly always successful (95% range), is zero pressure & involves just two questions. How traditional closing techniques damage trust & what you can do remain on emotionally higher ground. How to close more sales in way that makes clients feel more educated, in control and see you as a facilitator & consultant. A proven and repeatable process for advancing sales that can be used in any kind of sale at any given stage. How to add continuous momentum & advance your sales in a way that results in more closed business & faster closed business. A natural way to close that doesn't require that you

change your personality or become someone you're not. How to completely eliminate the stress & tension that some people feel when it comes to asking for commitments. How to add value on every sales encounter. Everything you need to know to advance every sale to closure The Perfect Close represents the best practice in closing sales today. Apply it yourself and discover how this simple technique along with being genuinely authentic creates the highest levels of success and happiness. This is more than a just a book. It's a sales training course that outlines step-by-step what you need to do to advance your sales to closure. If you are new to sales, make this the first book you read. It will teach you how to be effective immediately and will literally teach you the rest of the steps in your sales process. If you are an experienced professional looking for ways to improve your performance, this book will help take your closing skills to a whole new level. SPECIAL BONUSES! With this workbook you will get access to a load of complimentary online resources including: Electronic Version of All the Forms, models & figures, The Perfect Close Mind Map, Opportunity Research Forms, Encounter Planning Forms, Sample Meeting Agendas, The 21 Closing Secrets Reference Guide, Special Reports and much more. Praise for The Perfect Close Workbook "Master this material and it will change the way you sell, and... it will change your life. I have seen these methods used and perfected for over 20 years and I can tell you this is the real deal." - J. Kelly Skeen Vice President of Sales, NextGen Healthcare "This belongs on every single bookshelf of every single seller. It will give you the clarity, confidence and competence to make every sale more natural. The Perfect Close is one of my all-time favorites about selling. I can't think of any seller in any industry who wouldn't benefit by reading and applying The Perfect Close." - Deb Calvert President of People First Productivity Solutions and author of DISCOVER Questions Get You Connected "I have read literally hundreds of sales books and I would put The Perfect Close in my top ten. The Perfect Close Workbook will give you excellent ideas and tools to dramatically increase your sales effectiveness, I very highly recommend it." - John Spence, One of the top 100 Business Thought Leaders in America & author of Awesomely Simple

Jordan Belfort—immortalized by Leonardo DiCaprio in the hit movie The Wolf of Wall Street—reveals the step-by-step sales and persuasion system proven to turn anyone into a sales-closing, money-earning rock star. For the first time ever, Jordan Belfort opens his playbook and gives you access to his exclusive step-by-step system—the same system he used to create massive wealth for himself, his clients, and his sales teams. Until now this revolutionary program was only available through Jordan's \$1,997 online training. Now, in Way of the Wolf, Belfort is ready to unleash the power of persuasion to a whole new generation, revealing how anyone can bounce back from devastating setbacks, master the art of persuasion, and build wealth. Every technique, every strategy, and every tip has been tested and proven to work in real-life situations. Written in his own inimitable voice, Way of the Wolf cracks the code on how to persuade anyone to do anything, and coaches readers—regardless of age, education, or skill level—to be a master sales person, negotiator, closer, entrepreneur, or speaker. In this book, Anthony Parinello—sales guru and trainer to over one million salespeople—presents tried-and-true techniques for getting invited back for a second interaction with potential prospects and customers. This three-part book uses the sort of practical feet-in-the-street style that Parinello's followers love to teach salespeople the



down-to-earth how-to's of getting the second appointment and performing Parinello's proven "two-call close."

Many salespeople can line up prospects, recite the benefits of their product or service, and stir the interest of their client. But when it comes to actually closing the deal, they fail and the sale falls apart. That's where sales guru Stephan Schiffman comes in—and saves the sale. In this book, Schiffman reveals the pioneering techniques that have helped more than half a million salespeople nail the sales that matter. This book includes chapters on: the four words to avoid during meetings why salespeople shouldn't mix business with pleasure the most important word when closing a sale working existing accounts

This paperback is a new and complete copy of the original book. It is the finest guide for salespeople and their managers ever created. It gives salespeople a logical track to guide their efforts. The most admired trait of the book is that it allows self-teaching to a very large extent, to the point where little supervision is needed from a trainer. Absorption and execution of the principles in this book will greatly increase any salesperson's income and will do the same for any manager's team.

If you want to discover how to close sales using the absolute best practice (one that's non-pushy, flexible, natural & easy to learn) then read this book. Author James Muir shares unique insights on how 'closing the sale' can be done with a natural, non-pushy sales strategy that breaks the stigma often associated with professional sales.

Everything has changed. The latest science shows that old, counter-productive closing tactics backfire and hold you back. In *The Perfect Close* you will learn a closing method that is nearly always successful (in the 95% range). It's zero pressure and involves just two questions. It's a clear & simple approach that is flexible enough to use on every kind of sale at every given stage. It can be learned in less than an hour and mastered in a day. It is especially helpful for new and inexperienced salespeople and professionals who dislike the "stigma" of selling or find the selling process awkward or uncomfortable. In *The Perfect Close: The Secret to Closing Sales* you will learn: A simple method to closing that is nearly always successful (95% range), is zero pressure & involves just two questions. How traditional closing techniques damage trust & what you can do remain on emotionally higher ground. How to close more sales in way that makes clients feel more educated, in control and see you as a facilitator & consultant. A proven and repeatable process for advancing sales that can be used in any kind of sale at any given stage. How to add continuous momentum & advance your sales in a way that results in more closed business & faster closed business. A natural way to close that doesn't require that you change your personality or become someone you're not. How to completely eliminate the stress & tension that some people feel when it comes to asking for commitments. How to add value on every sales encounter. Everything you need to know to advance every sale to closure *The Perfect Close* represents the best practice in closing sales today. Apply it yourself and discover how this simple technique along with being genuinely authentic creates the highest levels of success and happiness. This is more than a just a book. It's a sales training course that outlines step-by-step what you need to do to advance your sales to closure. If you are new to sales, make this the first book you read. It will teach you how to be effective immediately and will literally teach you the rest of the steps in your sales process. If you are an experienced professional looking for ways to improve your performance, this book will

help take your closing skills to a whole new level. SPECIAL BONUSES! With this book you will get access to a myriad of complimentary online resources including: The Perfect Close Reference Model, The Perfect Close Mind Map, Opportunity Research Forms, Encounter Planning Forms, Sample Meeting Agendas, The 21 Closing Secrets Reference Guide, Special Reports and more. Print them out and use these resources to help you while selling or just to refresh what you've learned. My intent is to genuinely help you. This is a no-risk purchase. If you don't agree that The Perfect Close is the best practice for closing sales that you have ever read I will buy you the closing book of your choice. Scroll up and Purchase The Perfect Close right now. Then jump right to Chapter 12 and you'll have the technique before the end of the chapter. Purchase The Perfect Close right now and discover for yourself how to close more sales.

An edition expanded with more than 100 pages of new content offers a blueprint for a better life, whether one's dream is escaping the rat race, experiencing high-end world travel, earning a monthly five-figure income with zero management or just living more and working less.

Open the throttle on your sales potential—and leave your competitors in the dust! Selling today can be brutal. You need to rev it up if you want to close more deals. Accelerate the Sale shows how to: Qualify Buyers Using Just Two Well-Selected Words Develop Your Marketplace Superiority Acquire unparalleled persuasive language techniques Whether you sell B2B or B2C, use Accelerate the Sale to power your sales success from 0 to 60 in no time flat. Praise for Accelerate the Sale: “I drive exotic cars, and it’s an interesting coincidence that Mark talks about speed, acceleration, and roaring to the finish line. This book is not a theoretical guide but rather a practical companion. It’s a high-performance learning vehicle.” —Alan Weiss , author of Million Dollar Consulting “Great book! It’s loaded with ‘golden nuggets’ throughout each chapter. Add the ‘Street Smarts’ and ‘Accsellerators’ sections and you have the new A-to-Z quick reference for sales success!” —Greg Heichelbech, CEO, Triumph North America “Any serious student of sales and sales leadership would do well to reflect on the wisdom Mark Rodgers has packed into this book!” —Bob Althoff, President of the world’s oldest Harley-Davidson dealership, A.D. Farrow Harley-Davidson “This powerful, practical book, based on proven, real-life experience, shows you how to make the sale, faster and easier than ever before!” —Brian Tracy, author of The Psychology of Selling The Art of Closing the Sale The Key to Making More Money Faster in the World of Professional Selling Thomas Nelson

The author shares his principles of success and discusses the effective use of the art of persuasion to increase sales

In today's technology-saturated world, information is cheap. The Internet has changed everything for prospects--not to mention for the salespeople who hope to win their business. Prospects no longer need that big sales pitch touting all the features and benefits of a product. What's more, they have come to resent old-school selling techniques. As Marc explains in Game Plan Selling, winning the business of well-informed prospects is very similar to winning in sports. Consistent success--both in sales and on the field--requires a distinct strategy, a repeatable process and a clear plan to execute with commitment and passion. In this highly practical book, you will learn how to: \*Separate yourself from the competition; \*Use a simple system to close sales more quickly and with greater frequency; and \*Create a personal selling plan to

virtually guarantee success.

The world's greatest salesman presents the definitive guide to effectively closing any sales presentation. Girard's previous titles, *How to Sell Anything to Anybody* and *How to Sell Yourself*, have a total of 100,000 copies in print.

"Let me think it over." Early in his sales career, world-renowned sales expert Brian Tracy couldn't find a way to overcome that simple five-word objection and close the sale. Then he discovered a technique that worked. Business boomed. Tracy broke every sales record in his company and increased his income twenty-fold. Since that breakthrough many years ago, Tracy has meticulously studied and collected the best of the best in sales-closing techniques. Now, in *The Art of Closing the Sale*, he shares this wealth of knowledge that has already helped more than one million people maximize their sales results. No matter how eloquent or passionate a salesperson you may be, no matter how friendly your smile or likable your personality, if you can't close the sale, your efforts yield nothing. *The Art of Closing the Sale* teaches the learnable skills that anyone can use to transform the sales process into a consistent win. This book is an absolute must-read for every sales professional seeking to boost their career and create a future of success.

[Copyright: abe90d3c0f5052423bb57ee1c7e21eac](#)