

# Master six essentials for closing the deal

**SUCCESSFUL** sales workers follow six truths that set them apart as sales professionals.

Leadership Management Australasia chief executive Andrew Henderson says there is a difference between a sales person and a sales professional.

“It is important for someone in a sales career to make a decision if they are going to develop themselves to truly be a sales professional,” he says.

“To be successful in procuring a sale, closing begins the moment you meet someone . . . it is about the entire relationship, whether it is over a day or six months.”

He says the second truth is that people do not buy just on fact but also on emotion.

“People who are analytical would often sell logically to someone but those people must not forget that you still need to create the emotion – what is in it for them and how will they emotionally benefit,” he says.

Henderson says the buying decision can also be like a seesaw, with the salesperson needing to make sure the value outweighs the cost.

“When a sales professional gets the value . . . to outweigh the potential cost in time, money and risk, that is normally when the sale is made,” he says.

Sometimes the customer has decided to buy before the presentation is over.

“A salesperson needs to be mindful of body language, the inflections in the tone of voice or their eyes lighting up,” Henderson says.

Retail IQ International director Martin Haese says to demonstrate leadership, sales people must know the product.

“To build credibility and trust, the salesperson’s product knowledge must be second to none,” he says.

“They must demonstrate a genuine passion for their product, the company or solving the client’s problems.”

He says it is critical a salesperson doesn’t promise something the product can’t deliver.

“Whether it is a service promise, a price promise, a reliability promise, a durability promise or a prestige promise, customers buy what a product or service promises to deliver,” Haese says. “Break that promise and you lose a customer.”

## BASIC TRUTHS TO SALES SUCCESS

- 1 Closing is a series of small steps throughout the entire presentation.
- 2 People do not buy based on logic or fact alone.

3 The buying decision is like a seesaw.

4 On many occasions, prospects and existing customers will be ready to buy before the salesperson finishes the presentation.

5 Customers need reassurance to get over speed bumps before they proceed.

6 A hard-sell, driven by salespeople only interested in getting sales at all costs, kills more sales than it closes.



Watching out for emotional signals helps make the sale, while a hard-sell approach is likely to fail.