



Close...Or Do Something!

By Mike Stewart, CSP

"That is exactly what we've been looking for!" exclaimed his customer to a salesperson who was on a joint call with his sales manager who is a Client of mine. Although the salesperson had just mentioned a product he offered without even making a presentation on it, is this a major buying sign or what?

What would you expect the salesperson's response to be?

Wouldn't you think he would take some action to help this positive, excited customer reinforce his feelings and open up more sales opportunities? If nothing else, wouldn't you expect the salesperson to at least ask for the sale?

What he actually said was, "Okay. I'll get a price and get back to you," and he picked up his material and was ready to leave. What a squandered opportunity! What a loss of momentum. What a slap in the face. What a sad situation for all concerned!

He could have pursued Discovery to build confidence and help this customer sell himself not only on this product, but on their relationship. All he had to say was, "That's great! Tell me more." Then he could have asked, "What is the main way this is going to help you?" This could have led to an up sell on this product and perhaps set up further sales opportunities in other areas.

Regardless, he absolutely should have closed this sale by asking a direct question such as "When would you like it delivered?" or using an assumptive close like, "Here, let's get this PO filled out.", or any other technique he's comfortable with.

Unfortunately, this is not an unusual situation according to many stories I hear from sales managers, and what I observe all too often in training seminars all across the country. It is a sad commentary on the sales skills, level of motivation and goal direction of many representatives today. Be alert to your sales opportunities and take action to . . .

Close - or at least Do Something!

If you aren't comfortable pushing deep into Discovery or Closing learn techniques to get over it and earn what you're worth.

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