

15 Things You Need to Know About Closing the Sale

It's not uncommon to struggle when you try to close the sale.

When you struggle to close the sale you often think closing is the problem. The reality is problems closing are symptoms of the problem not the problem itself. When you try to fix a symptom as though it were the problem the real problem remains. It's like putting a band-aid on an open wound that that needs stitches and expecting the bleeding to stop.

Let's take a closer look at 5 common reasons you might struggle closing the sale and getting clients:

1. You lack confidence in yourself and what you sell
2. You fear rejection and avoid it by avoiding asking for the sale
3. You don't help the buyer uncover a motivating reason for buying
4. You don't understand the client's most important wants.
Consequently you go down the wrong path offering a solution for problems that aren't important to the prospect
5. You don't do a good job of connecting with the prospect and starting a relationship. Asking for the close feels awkward, and you know it isn't likely to result in a "yes" decision.

When you struggle with closing you might think you just need a perfect pitch, or the right closing lines. You might think if you just said the right things your closing problem would go away; however, that simply isn't the case. You can have a "perfect" pitch and "perfect" closing statements, and still blow the sale. Why, because a pitch and closing statements treat the symptom not the underlying real problem.

Review the 5 common reasons it can be hard to close the sale and identify where your struggles come from. This list isn't comprehensive there could be other problems keeping you from getting sales, yet it will give you a good start. The first step to making closing a natural event is identifying the specific cause of your challenges.

The next step is developing a plan for removing or overcoming those challenges. Don't think of your plan in terms of concepts think in terms of actions. When you know what the problem is, and the actions you'll take to overcome those problem then the only thing preventing you from closing is implementation of your plan.

Now let's take a closer look at each of those 5 common problems with closing the sale. You lack confidence in yourself or your services. You may think it's a cliché, yet it's true. The first sale you must make is to sell yourself on the value you bring to your clients. If you don't believe in your services your doubts will come through loud and clear as if you were shouting them to the prospect.

What beliefs are getting in your way? I want to share a little story with you that may open your eyes about the importance of beliefs and their impact on your thoughts and behaviors...

Mr. and Mrs. Claus are found dead on the floor.

They are found in a locked room.

On the floor is broken glass and water.

There is a partially open window and a table in the room.

How did Mr. and Mrs. Claus die?

What do think Mr. and Mrs. Claus look like?

Are you thinking Mr. and Mrs. Claus are rather round older folks with white hair wearing red velvet garments? That may be your belief based on your past knowledge and experience, but Mr. and Mrs. Claus are gold fish.

The wind blowing through the partially open window knocked their fish bowl off the table onto the floor, breaking the bowl leaving broken glass, water and Mr. and Mrs. Claus on the floor.

What beliefs do you hold about yourself and your business that are keeping you from filling your business with clients?

The reason closing is so important to you is because it's the only way to get the clients you need so you can do the work you get paid to do. That means you must improve your results. Improved results require positive behavioral changes. There is something either you're doing now, or something you aren't doing now that is preventing you from getting the clients you know you should get. You may be wondering if it's even possible for you to get those clients right now.

What are the things successful people do that you don't, and what things don't successful people do that you do? Make a list of these do's and don'ts. Then ask yourself how you could start doing the things that would increase your success, and how could you stop doing the things that are decreasing your success?

What were the positive behavioral changes you identified as either do's or don'ts? Positive behavioral changes occur because of your attitudes, skills, and knowledge; and as a result of your ability to accomplish your goals. Do you have specific goals that you hold yourself accountable for on a weekly basis?

You know successful people set weekly goals, and take the actions they need to make those goals a reality. Knowledge comes from knowing what to do. Skills come from knowing how to do what you need to do. Is it knowledge or skills that are preventing you from getting what you want? What actions will you take to change that?

Your attitudes and beliefs have developed over time. You'll need to make a concentrated effort to make changes in those long held attitudes and beliefs. Your attitudes and beliefs started when you were a little kid and the adults around you...

- told you not to talk to strangers
- not to speak unless you're spoken to
- not to go where you're not wanted

Your beliefs are the engine that pulls your success train down the track. Your business will continue to suffer until you identify the beliefs you hold about sales that are holding you back. Then make a determined effort to change those beliefs based on current facts.

Do you believe you can accomplish the sales you need to fill your business with clients? A positive attitude is important, yet when you try to tell yourself things you don't believe your inner voice calls you a liar. Trying to fool yourself is actually more harmful than good. For example, let's say that you're telling yourself every day that you are going to generate \$X in revenue this week when it's twice or even three times more than you've ever sold in your life. When you don't believe it your inner voice says, "No you're not, you're a big liar". You're out of integrity with yourself and your mind then doesn't believe anything you say. Consequently you don't hit your targets. Work on your beliefs first and then your attitudes.

Are you confident about how you can help people through your services? You entered the business you're in because you wanted to help people, but you aren't getting enough clients. Perhaps you're struggling to get appointments. Sales are few and far between. You may know people who need what you have and that you can really help them. So, why aren't you getting more clients?

First, you have to realize that most of the people you meet are skeptical and leery. A recent commercial about the consumer who's thinking aloud and wondering if his financial advisor isn't more interested in his own future than the future of the client openly addresses the thoughts of your prospects. And quite often your behaviors reinforce those concerns making it very difficult for you to gain clients.

Your prospect wants it to be all about them but you make it all about you. Can you see a disconnect between what they want and what you give them? Perhaps you call them like an uninvited pest and ask them to hold an appointment with you. Why? It's not like you're the only person to interrupt their life and want something. If they want it to be about them you have to make it about them. Asking them to do something for you, like letting you have an appointment with them, isn't making it about them.

So perhaps you talk them into having an appointment with you. Why do you want to do that? That's like shooting craps hoping your gonna win. It's a gigantic waste of both your time and theirs. It certainly doesn't lead to positive feelings about you. Shouldn't both of you have an agreed upon valuable reason for meeting? Shouldn't you know they have a reason to want to do business with you... that they are willing to allocate a portion of their money for what you can help them accomplish... and that you're meeting with someone who can decide in their own to do business with you? Wouldn't it be much easier for you to close more sales if you spent all of your appointment time with people who are likely and capable of doing business with you?

There are lots of people who can help your clients the way you do. So what can you do to provide unique value for the people you want to work with? Figure that out and how to communicate it, and you'll have the confidence you need to close sales.

The second common problem is fear of rejection and avoiding rejection by not asking for the sale. In most cases this internal

warning system is alarming for a reason. You see, you aren't ready to close and neither is the prospect because you haven't done a good job of following the buying selling process. If you had then closing would be a natural conclusion to a satisfying conversation for both you and the prospect.

To end right you have to start right. Isn't it true that before you can ever sell anyone anything you have to sell them on having an appointment? Do you find it challenging to fill your appointment book? Wouldn't you like to hold appointments each week with people who are genuinely interested in doing business with you?

You can. You just have to realize that selling starts way before the appointment. That means you have to set yourself up to attract the people **you** want to work with.

Plus you need both [people who are ready to buy now](#) and [people who will be ready to buy](#) in the near future so you never have to worry where you'll get your next client again.

Be very clear about who you want to work with. You may be able to work with everyone, but for right now I want you to focus on one specific client that you have that you would like a whole lot more of. They chose to work with you for a very specific reason.

You provided them with something they wanted. They agreed to meet with you because they had something very specific in mind and you knew exactly how to help them to get that. Prior to meeting you they may have been very frustrated and confused about how they were going to get what they wanted, and you made it easy for them.

As you recall the process you went through from somehow connecting with that ideal client to eventually having an appointment with them there are some very valuable things for you to learn. Recalling what they wanted recognize there are lots of other people just like them who want that too. That means you can create an attention getting message that when people like them hear it you'll have their attention.

You may have had a mutual contact that enabled your connection to that ideal client that you don't have with other people like them. That's ok; you want to be able to create that connection with absolute strangers too. And you can [make it happen](#)

[as quickly as it did with your ideal client](#) because they're already looking for what you sell.

Thinking back to how you made getting what they wanted easy for them, couldn't you make it easy for others too? If other people knew how you could make it easy, wouldn't they want to talk to you? So how could you make others aware of how you help people like them? How could you make them aware of how you make it easy for them to get what they want?

And how could you make enough other people aware so you could fill your appointment calendar each and every week with people who want to have an appointment with you? That's how you win the sale for an appointment so you have the opportunity to win more clients. Stop struggling to fill your appointment book by creating a clear message with a clear call to act then build a relationship and makes it easy to hold the number of appointments you want to hold each week.

The third common reason you have trouble closing is you didn't help the buyer uncover a motivating reason for buying. You got into the business you're in because you want to help people yet most of the people you want to help won't let you. Knowing what you know it's really hard to understand why anyone would say "no" to what you have to offer, but the painful truth is that more people say "no" to you than "yes". There are 5 key questions people have. Until you can answer these questions you'll experience far more no's than yeses.

Question # 1 - why you? Each person you contact has an immediate burning question and that question is "why should I be talking with you"? The answer they're looking for isn't that you are associated with XYZ Company, or that you have a certain number of years experience, or that you worked with someone they know. They want to know you understand their exact challenges and that you've been able to help other people just like them achieve the ultimate result they're looking for.

Question # 2 - why me? They want to know why you're contacting them. They want to know that you're someone who works with people like them who have the problem they have. They want to know you have an exact solution for their problem. They want to feel important and respected and **chosen**.

Question # 3 - why this? They aren't looking for a product or service in response to this question. They don't care about products or services. They are only interested in the desired ultimate result. They want to feel confident you know what you're talking about and can deliver that ultimate result. They also don't want to hear every detail about how you're going to get that desired result for them.

Question # 4 - why now? No one likes to spend money on an intangible something in the future that may or may not pan out like you're saying it will. This means your buyers are very reluctant to part with money today that could be spent on something they can enjoy right now rather than on a future promise. Plus sometimes the promised result you're presenting isn't even a direct benefit to the buyer. Therefore, it's entirely on your shoulders to answer the why now question because it's just so much easier to do nothing. It will continue to be easy to do nothing until you help the potential client articulate how not getting what they want is impacting them.

Question # 5 - why this much? When you're talking to your potential buyers they're viewing the investment as an unnecessary current expense rather than an investment, so they're wondering why they need to spend so much now. The reason you have this problem is because you haven't helped them perceive the value for them in making this investment. Until you do you'll always be viewed as an expense. You'll always have to deal with reluctance to take action. When your potential clients keep putting you off it's a big indicator you haven't answered the why this much question.

The better job you do answering these 5 whys the easier it is to increase your sales. The best way to answer the 5 whys is to prepare in advance for each why. Then answer why you and why me before you ever directly contact your potential client through your marketing.

The fourth common reason you struggle to close is you didn't understand the clients most important wants. This mistake led you down the wrong path offering a solution for problems that aren't all that important to the prospect. Have you ever played the piano? If you've ever learned to play the piano, or any other musical instrument for that matter, you know that at first the learning process is very mechanical. First, you have to figure out what keys relate to what note. Then you begin to methodically try and turn the written music on the page into the song this written music is supposed to produce.

In the beginning it's a rather agonizing process. Then it becomes easier, and you can technically take the written music and turn it into a pleasant song. But, you also notice that when you play the music it doesn't even come close to sounding the way it does when this same written music is played by a professional.

The same can be said for the way a sales conversation is conducted by a beginner, an average person, and a professional. Technically all three can follow the same sales process. Yet, experientially from the prospects perspective these three experiences are so different a prospect may not recognize the process as the same. And the only way to close the gap is through improved skills.

Selling isn't a mental exercise where you can read a book and come away with the skills of a professional. Selling is more like a sport in that you have to practice the fundamentals. A [sales coach](#) helps you reveal your own most effective interpretation of the sales process so when you have that sales conversation it's a conversation that naturally concludes in a client relationship.

Successful professionals recognize their strengths and acknowledge their weaknesses. They're committed to doing whatever it takes to become the best at what they do. They need a way to get clients so they can do what they get paid to do.

As a spectator when you've really enjoyed a particular piece of music did you think about the notes and rests of that music? No, you were completely engaged in the sound and the experience of that sound. The same should be true of the sales conversation you're having with a prospect. They shouldn't be thinking uh-oh here comes the close.

When different musicians come together they build on the energy and talents of each other. You and your prospect need to engage and build on each other too. That can only happen when you're able to transition from technical skill to a natural conversation. This comes from knowing the buying selling process and combining your talents with the process in a way that energizes both you and the prospect. If you don't do a good job connecting with and starting a relationship with the prospect then asking for the close feels awkward.

If you're in a service related business ordinary sales is not for you. As a result of your experiences with sales people you probably harbor some pretty negative attitudes about sales. You didn't like it when you were on the receiving end, and you can't bring yourself to act like that.

Typical sales training teaches you to behave in a self-serving way. Typical salespeople view sales as an event rather than the beginning of a long-term relationship. Salespeople are naturally competitive. Competition is a good thing; however, the pressure to perform can lead to putting your needs ahead of the best interests of the client. This short sighted approach is the kiss of death for a service business.

Typical sales training will teach you to:

- treat your prospects like rivals
- Aggressively push to close the sale
- Manipulate and coerce your prospects to your way of thinking
- Debate every objection and stall. You won't hesitate to belittle a prospect that doesn't see things your way.
- Refuse to allow the prospect to say "no"

Those who follow typical sales practices enjoy the challenge.

They see themselves as a winner when they can get the prospect cave. Becoming your client should never be a loser or winner event. When someone becomes a client it's the beginning of a long-term relationship. That's the only way you can build a long-term sustainable business.

To succeed in a service business you must:

- seek to understand the prospect's goals
- put the prospect's wants first
- build your credibility through your demonstrated integrity
- develop relationships that promote customer loyalty and referrals

Typical sales training is based on tactics that do more harm than good to both you and your prospects. If you identified one or more behaviors in the typical sales list above make a commitment to yourself to change that behavior so you can [gain clients](#) through mutual respect and mutual benefit.

The fifth common reason you struggle to close is you didn't do a good job of connecting with and starting a relationship with the prospect. So asking for the close feels awkward. You know your request isn't likely to result in a "yes" decision. You "hear" objections on a daily basis. The problem is the objections you "hear" are rarely the real objection preventing prospects from buying your solution. When you understand the five hidden objections you can proactively remove them in the sales conversation.

The 5 hidden objections are based on human frailties:

- Resistance to change
- Lack of focus
- Selective listening
- Assumptions
- Negative attitudes

No matter what a prospect tells you one of these is an underlying factor keeping you from moving forward. People don't like to change unless there's a powerfully motivating reason to do so. Fear of change or the need to be right even if being right is causing you harm keeps many prospects from being able to accept your solution.

Keep it simple sweetie when it comes to presenting your solution. If you can't be succinctly and simply present your solution you're losing sales because the client is getting lost in your story. Their attention is wandering. They're confused. A confused prospect can't make a "yes" decision.

You're just as guilty of selective listening and assumptions as your prospects. Selective listening is hearing what you want to hear, and then making assumptions about what you thought you heard to your advantage. If you keep your solution simple so your prospect can explain it back to you you'll avoid the frustration of misunderstandings that can damage your relationship.

Most people have a negative attitude even when they say they don't. That means the whole time you're talking about your solutions the prospect is thinking, "I can't ...this won't work...this is too good to be true...etc". Accept that people are people and they will suffer from one or all 5 of these human frailties. Plan how you'll address and overcome each objection as they silently creep into your conversation.

Do you have a closing problem or is the real challenge in how you put it all together?

Do you have a clear message that rings true with potential clients?

Do you have a clear plan?

Do you know how to turn your plans into actions that produce results?

Are you focused on the right actions?

There are logical reasons it's so hard to get the people you want to work with to agree to work with you. Those reasons include these 7 mistakes – You aren't clear on...

- Who you want to work with
- What they want
- Why they want it
- What not having what they want is costing them (emotionally and/or financially)
- What you're trying to accomplish
- How you are unique
- How to communicate who you are and what you do in a way that gets prospects to self-select themselves

Part of this confusion and misdirection stems from fear. You aren't getting enough clients now, so you're afraid if you narrow your target you'll get even fewer clients. Just the opposite is true.

When you focus on a market and then make a commitment to dominate that market you'll get more clients with less work. You'll open doors to places you could never enter now. This happens because we all like to feel special. We all like things that are just for us, and the more special you are to a certain group of people the more clients you get. The easier it is to help those people become clients.

Think through those 7 mistakes and develop your plan for becoming the right professional for a specific group of people.

No matter how many leads you buy, mailing lists you rent, orphan clients you get, or ads you run those names are worthless if you can't convert those names into appointments, and then convert those appointments into clients. You should be able to convert far more than 30% of your appointments into clients.

Getting clients is all about actions. You can measure your effectiveness by the actions you're able to **produce**. If you can:

- Generate highly qualified leads
- Convert those prospects into appointments
- Convert those appointments into clients

Then you are on the right track.

You aren't selling your services you're focusing on relationships and helping people get what they want. You understand your clients. Your objective is listening to the potential client to gain a mutual understanding of what they want. You're able to appropriately advise potential clients because of your level of understanding of their wants and needs. It's all so much easier because the focus isn't on you, it isn't on a service, and it isn't on price.

Put your focus where it belongs, on what the client wants. A true professional sells a relationship that supports the wants and goals of the client.

Everything I've written about in this report points to the fact that closing struggles are symptoms of the real problem. Until you identify the real problem and develop a plan to overcome it your closing struggles will continue. No sales pitch or closing techniques will change that. In fact, sales pitches and closing techniques increase your potential client's natural resistance and defenses. You may have some work to do identifying the actions you'll take to resolve the real problem, opening the way for more conversations that end with a natural conclusion to work together. However, once you develop your plan and put it into action you'll immediately see the difference in your results.

Further Resources:

[Get Prospects](#)

[Get Buyers](#)

[Build a Service Business](#)