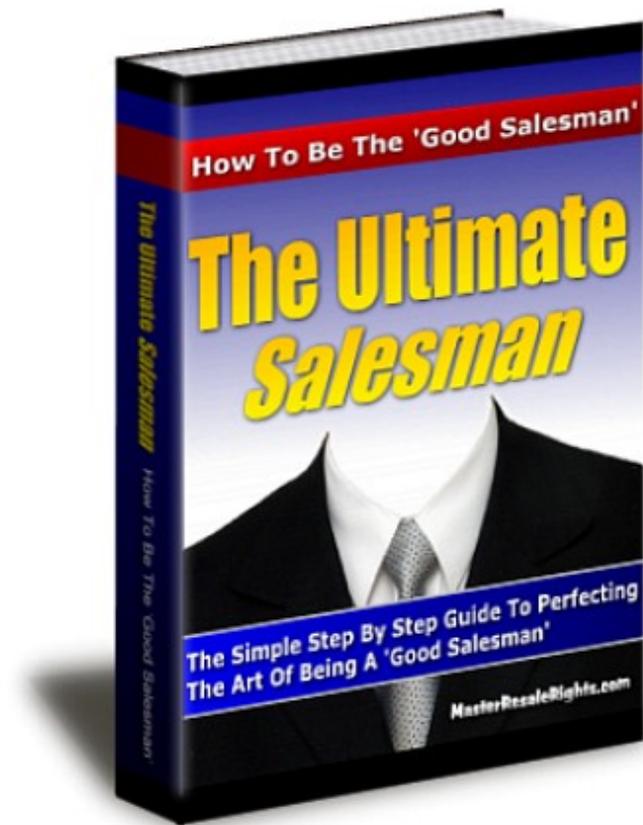


# The Ultimate Salesman



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## Introduction

Firstly, I'd like to thank you for investing in the Ultimate Sales Course. A lot of work has been put into this course in order to help you on your journey to sale's success. If you put to use the information provided I am 100% certain you will be successful. You have already taken the first step towards being a better salesman by investing in the knowledge I am sharing with you. In order to succeed you have to put your mind to it, and work hard. I can only provide the tools to build success; I can not force you to use them.

The title good salesman has always held a sort of prestige to it. Very few people have been able to acquire that title. You can't learn how to be a good salesman in college. In fact some of the best salesman I've met didn't even have a high school diploma. I find many college graduates stay away from sales because the playing field is level. A degree doesn't determine how much money you will make.

I can honestly tell you there is no better profession than a salesman. Have you ever worked a 9-5 job that you felt didn't pay you enough? I remember times when I'd work my butt off all week to get a measly \$400-500 check at the end of the week. The work didn't match my pay. When I would go to the boss and ask for a better position that paid more, there was always this college degree barrier.

With sales no one can tell you how much money to make. With some sales jobs you work your own hours. This is great, but I had a bad habit of working 1 day for about 8 hours and make a little over a thousand and disappear until the next week. Those one day work weeks are the best. I don't suggest you do that. Work hard everyday because it pays off at the end of every week.

Many salesmen have this belief that since they are selling a genuine quality product people will naturally buy it. It sounds good, but it just simply isn't true. You have to sell yourself as well as the product. People buy the salesman not the product. Most customers will remember a good salesman for years. I still run into customers from years ago that still remember me.

Psychology I would say is the biggest part of selling. Knowing how the mind works and reacts to certain things is a great asset to any salesman. I will discuss in this book different techniques to affect the subconscious of a customers mind.

There are little things you can do that can have a powerful impact on the customer. For example when closing the deal did you know not having your own ink pen can jeopardize the deal?

Fear and uncertainty are a salesman's worst enemies. When I began sales many times I would be scared to ask the customer to buy. It is understandable for you to fear hearing the word no. Don't be discouraged by that. Every good salesman has had to deal with this fear. I have included ways to turn that fear into courage which will ultimately turn into a sale.

As a salesman you have to learn to love the word no. I'm pretty sure 90% of my sales start off with the customer telling me no. There was a saying we had at Kirby, "we can hear a thousand no's, but all we need is one yes". People's natural reaction to anything is to say no. The word no comes out a lot easier than the word yes. Yes is a word that suggests commitment, and we all know people naturally have a fear of commitment.

Fear of objection comes from human insecurity. Remember back in school you had to wear the right clothes if you wanted to fit in? The reason you didn't wear pink tube socks with green velvet jackets was because of the fear of objection. No one wants to feel objected in any form. It makes us feel bad about ourselves. I will teach you how to overcome every objection a customer can throw at you. You will learn to love objection. I've been known to ask for more objections just so I can shut them down. Once you get all the objections out the way there are no more excuses not to buy.

People generally don't like to be sold. I don't know if it's human nature or just pure human stupidity. I could be selling a cure for asthma to an asthmatic in dire need, and if he feels as if I'm putting on a sales pitch, he won't buy it. This is where the cut the crap technique is birthed from. It is more of a concept than an actual technique. It should be applied throughout every step when in the process of selling. I'll explain how to implement the cut the crap concept during your selling process.

The concept in itself is actually quite simple, but very powerful. Simply put it's about getting straight to the point and using as few words as possible. Many salesmen have this idea you have to use small or fluff talk when selling to a customer. I too had this belief when I started selling. Half way through my sales pitch I'd know their whole family by name, their occupations, and the last time they took a family vacation. I was practically part of the family. The problem was when it was time to buy I still wasn't getting the sale. Becoming friends with the customer doesn't hurt the sale; it just doesn't help it as much as many believe.

The truth is the only person who can make you a better salesman is YOU. I'm going to provide you with the information you need to know in order to be

successful. It is ultimately up to you to put the information to use. You don't have to be some flamboyant smooth walking slick talking person in order to be an effective salesman. Being yourself along with a positive attitude is good enough to be the ultimate salesman.

## **The Power of Positive**

Before you step foot in a house, pick up a phone, or start writing a sales copy, the first thing you need to possess is a positive attitude. A good salesman starts off everyday with a positive attitude. Rookie salesmen tend to downplay the importance of it. I know when I began my sales journey I did. Soon I realized a pattern with the successful salesmen. They always had a big Kool-aid smile on their face and were always overly positive. Maybe there was a reason behind the unusual amount of fun we had at the morning sales clinics.

I remember when I first started the vacuum salesman gig. One particular day the actual distributor Mike (the owner of the company) was running a van. We were knocking on doors for about 4 hours with no luck. There was this one salesman named Juan in the van with us. This was only his second day in the field. Many of us in the van were tired of knocking on doors and ready to give up, but not Juan. Juan was ready to go knock on every block. In fact he couldn't wait to hop out the van to go knock on a row of houses.

I heard his door pitch, and horrible would be an understatement. At the door he did everything they taught us not to do, not to mention his attire was "street like" and unprofessional. I thought to myself there is no way this guy is going to knock himself in a house, let alone make a sale.

It was down to just me, Juan, and Mike in the van. Everybody else was out knocking on different blocks. Mike stopped the van and said, "Alright which one of you wants to do this block." Juan hopped out the van like greased lightning and went running down the block to the first house. As me and Mike pulled away he leaned towards me and said, "Juan's going to get in a house and sell". I couldn't believe my ears. How could this be? Could everything I believed about what makes a good salesman wrong?

By the end of the day Juan had not only knocked himself into 2 houses, he sold 2 vacuums. That night I stayed up thinking about what had occurred. I still couldn't understand how to my knowledge I was the perfect salesman. Maybe the reason I wasn't knocking myself into houses was me, not because I just happen to get the unlucky houses every time.

I talked to Mike the following day. I asked him how he knew Juan would knock himself in and sell, when he obviously was doing everything wrong. Mike looked at me and said, "I knew Juan was going to sell because he stayed positive". At that exact moment I had gained one more piece to the good salesman puzzle.

I decided to incorporate a positive attitude in everything I do. This is a key component of the ultimate salesman. No good salesman goes into a selling day with negativity. Unfortunately life does happen. Clear your mind of all the problems in your life before it's time to start selling. I'm not saying don't face your problems; just face them after you've made all your commission for the day.

I wish I could explain the phenomena of being positive. Maybe one day I'll take that trip up a big mountain and meet with the spiritual guru and be enlightened on the subject. Until then I'll just continue to be positive and watch it work its magic. If you are planning on being an ultimate salesman remember to shake off the negative before starting your day.

## The Opener

I'm sure you heard the cliché "first impressions are everything". As a salesman it is critical to give off the right first impression every time. Your first impression will determine how a customer will respond to you during your sales pitch. This is why it is imperative you rehearse your sales pitch opener everyday. Your opener determines how hard your closing will be. A weak opener may increase the level of difficulty when it's time to start closing the deal.

Your first initial contact with a customer should always begin with a **firm** handshake. I have to stress the term firm for a reason. A weak handshake can send off the signal of a weak person. During the handshake you look the customer in the eye, and with a big smile introduce yourself. This procedure is important because you don't want to give off the persona of uncertainty.

Always call your customer by their first name. Never call your customer Mr., Mrs., ma'am, or sir. You want to become friends with the customer immediately. Do your friends refer to you as sir or ma'am? When introducing your self the process should go as follows.

1. Hello Bob
2. Firm handshake and eye contact
3. My name is Daniel
4. End eye contact after you say your name

Once you practice this a few times it will become automatic. The purpose of a powerful opening is to set the tone of the pitch from the beginning. Customers admire a great salesman. Many times after a sale the customer would tell me "you sold me". Even though that was exactly right I would tell them, "no the product sold you".

After you pass the initial introduction it's time to **cut the crap**. When you are introducing your product or service to the customer, do not beat around the bush. Be specific and upfront as possible. When I walked into a house the first thing I would tell them is that I was there to sell them a product. There is a right way to do this and a wrong way. Read the following dialogue, See if you can guess correctly which one is the right way to open a sales pitch.

### Scenario #1

Customer: Hello, salesman

Salesman: Hello customer, I'm here to show you the features of the product, and if you're interested in the product, feel free to interrupt me at any time if you are ready to purchase.

### Scenario #2

Customer: Hello, salesman

Salesman: Hello customer, I'm here to show you the features of the product, remember there are no obligations, but if you do happen to fall in love with the product you can invest in one for only \$2000.

If you chose the second scenario you are correct. The salesman in the first scenario had many fatal flaws in it. One word you never want to use is purchase. Replace that term with invest. Invest gives the person the feeling of getting something in return ROI. The term purchase subconsciously makes the person feel as if they are going to spend money that they don't need to. Starting today eradicate the terms "buy" and "purchase" and replace them with invest.

Notice in the second scenario the salesman did something very critical to the success of the sale. He told the customer the price before he started his sales pitch. This is a crucial part of the "Cut the Crap" technique. I know some salesmen may disagree, but I can guarantee they aren't as successful as they could be.

This tactic will prevent you from having to price slash at the end of your pitch. When you slash the price, you slash your commission. When you scare the customer with the price in the beginning, you have the whole sales pitch to build the value on your product. Initially the customer will tell you there is no way they will pay that much for your product. Don't let that discourage you. Simply smile and start your sales pitch/demonstration.

Scaring the customer with the price in the opener gives them plenty of time to let the initial shock wear off. If you hit them with the price at the end, it's going to be hard to overcome that shock. At that moment, bills, children's lunch money, rent, car note, etc, will be racing through their mind. The immediate reaction will be to say no. If you have finished your sales pitch, how can you convince them to say yes, without price slashing?

It's hard to believe something as small as a handshake can send psychological

triggers that can affect a sale. Welcome to the world of a good salesman. A salesman must understand these psychological triggers and know how to effectively manipulate them into a sale.

## Reading the Customer

Before you begin your sales pitch you must accurately read your customer. This is crucial to being the ultimate salesman. You have to pick up on their personality immediately. Successfully identifying what appeals to a customer's emotions will give you the edge you need when performing the **cut the crap** sales techniques.

When I first make contact with a customer I try to distinguish key attributes of their personality. Is the customer prideful? Are they a fearful person? Maybe they are a very caring person. After I read the customer I choose which emotion my pitch is going to appeal to.

If your analysis determines the best pitch would be fear, then that is the emotion you focus on. Throughout the pitch focus on how not having your product will hinder their life in some way. There is nothing wrong with over – exaggerating. A good technique is to tell at least 2 stories of people who didn't have your product, and something terrible happened because of it.

Fear is my favorite emotion to target in my sales pitch. People generally buy when they are scared of something. I know a guy right after 9-11 made great income just selling gas masks and terrorist survival kits door to door. One of the main reasons he was so successful is because of the fear of another attack. 99.9% of the gas masks he sold will never do anything more than collect dust for the next 30 years.

A good technique is to inform the person of something they did not know, that could affect them in a negative way. For example when I was selling Kirby's I would tell the customers about dust mites and how they can cause allergies and asthma. Usually the customer had no idea of these harmful substances were in their home.

Always remember the saying, "When the emotions are high, ask to buy". When the customer's fear is at its peak, cut your sales pitch short and get ready for paperwork. People's emotions are written on their face. Never listen to what customers say. Customers lie, body language doesn't. To be a great salesman you have to trust your instincts. Many times you can feel the emotion in the customer.

Pride is another great emotion to play on. The sales pitch for pride is a bit trickier than fear. A prideful person may buy for the following reasons:

1. He/She wants to prove he can afford it
2. He/She wants to be up on the latest trends

### 3. He/She wants to brag to friends and neighbors about their purchase

When pitching to a person that is very prideful, you always want to make them believe they are smarter than you. Make them feel as if you want to be like them one day. I always say things like "Wow I wish I could own a house like this one day". Right then the customer begins to feel good about themselves and their life. If I'm doing a phone sale every time I state a fact I follow it with, "but, I know you already know that", implying that I believe they are smart.

The key is to stroke the customer's ego. You want them to feel good about themselves. These people generally buy when they feel good about themselves. Stroke, stroke, stroke! This is the key to success with these types of customers. Complement them as much as possible. If you're doing a phone sale, every time they get a question right say things like, "Wow most people I talk to don't know that". This is another small tactic that will show big results.

Another thing to watch for is what I call the over-caring customer. These are customers that will buy because they care about you as a person. Once you read this in the customer it's time to **cut the crap**. Start playing on that emotion immediately.

Throughout your pitch you should be complaining about how your over worked and under paid. Even if you make \$1000 per sale, tell them you don't make much on commission. If you're doing an in-home demonstration make sure you work up a real good sweat, and never accept any food or drinks.

You want to get real personal with the customer. Talk about life in general and your life situation. If your past is somewhat dark make sure and tell them how you grew up. Now this strategy won't sell the product on it's on. It will heavily sway their decision when they are deciding whether they should buy or not.

Soften your voice and let them know this is how you feed your family (even if you don't have one). Caring people almost always want to leave a tip. A tip is nothing more than a buy out. If they give you a tip they feel good that they helped you in a way. I usually tell them I'm not allowed to take tips. Remember never let a customer buy you out as I call it.

Reading the customer is correctly analyzing their personality. This is important because you need to know which emotion is more likely to make them buy. People buy on emotions. It's up to the salesman to trigger those emotions and provoke them to buy.

## When and How to Ask To Buy

A common problem salesman have is asking to buy. This is a fear many new salesmen have. This problem stems from our natural fear of rejection. To be a good salesman you have to learn to overcome this fear. Realize this fear isn't real, you have created it, and you can destroy it.

Always remember customers buy on emotion. When the emotions are high ask to buy, which is something you will hear through out this course. You're performing a sales pitch to provoke emotion in the customer. Failure to do this will result in a failed sale.

You should ask the customer to buy throughout your sales pitch. This is done for 2 reasons; one is to read where the customer is at, the second reason is to get the objection out of the way. The customer will use different objections every time you ask to buy, and as we know in order to ensure a sale we have to overcome these objections.

Never ask the customer if they are ready to **purchase** your product. Ask the customer if they ready to **invest** in your product. When I was selling \$2000 vacuum cleaners I would say are you ready to invest in a clean home, healthy lungs, and a longer life. That one statement was critical in every sale I made.

I touched on earlier in this book the importance of using "invest" instead of purchase. I must stress again never use the terms purchase or buy in your sales pitch. These are two psychological triggers that you want to avoid in your pitch. Failure to avoid these terms can be fatal to you're sale.

It is important to ask the customer to buy throughout the sales pitch in order to get the objection out of the way. Customers tend to use an objection only once, so once you overcome that objection they will not use that excuse again. If you wait till the end of your sales pitch to ask to buy, you may be overwhelmed with too many objections to overcome.

Don't be discouraged by the word no! The first time you ask to buy, there is a good chance they will tell you they are not interested. The first time you ask to buy should be for the sole purpose of getting some of the objection out of the way. It also gives you a chance to read where the customer is at. As you get better you will be able to accurately estimate how much more pitch it will take before they purchase.

When your sales pitch is over and they still have not bought your product, do not just come out and ask to buy for the last time. I do what I call a round up pitch.

This is where I lead the customer with common sense questions that will force them to buy my product. Below is a re-enactment to help you get a better understanding of this cut the crap technique.

Salesman: If you had a choice, would you rather the dirt be in or out of your carpet?

Customer: Out of my carpet

Salesman: You know dust mites cause allergies and asthma. Would you want to be up late nights because you can't breathe because of an asthma attack?

Customer: No

Salesman: Do we vacuum to get out all of the dirt, or some of the dirt?

Customer All of it

All those questions are leading up to me asking to buy. Those questions are common sense. It makes the customer feel that buying your product is *common sense*. Remember to use the word invest when you ask the customer to buy your product.

## Creating Want in the Customer

Successfully creating want is one of the keys to being a good salesman. In order to ensure a sale you need to identify the customer's needs in order to create the want for your product. Facts, proof, testimonials, etc., create want in the customer. As a good salesman you have to identify the things that cause want in that specific customer.

Don't confuse want with need. No one needs your product. For example if your selling life insurance, realize their need is not for your particular insurance, Their need is for insurance in general, so you have to make them want your insurance package. Same goes for selling vacuums, their need is to get the dust mites out of the carpet, not for the vacuum.

Correctly identifying a customer's needs is a must to create sufficient want. After identifying their need, explain to them how your product will fill that need. The more needs you fill, the more want the customer has for your product. This is part of the *cut the crap* technique.

Every fact you give that applies to the customer, creates want for your product. For example, I would tell the customer that my vacuum picks up 98% of the dirt. The fact is people want as much dirt out of their carpet as possible. This fact created additional want in the customer. Another fact is that dust mites cause health problems such as; asthma attacks, allergies, and damages the lungs. I would inform the customer that my vacuum would get rid of all the dust mites in their carpet. By identifying the need to get rid of the dust mites, I created great want for my product.

Testimonials are also a great tool for creating want. Tell the customer a few short stories about other people who have had success with your product. When I worked for Kirby I would tell this story to potential customers:

Salesman: I remember Ms. Anthony had just about had it with carpet. She loved carpet, but she could not keep it as clean as she would like to. She was taking out a loan to rip up all the carpet and replace it with hardwood floor. This was going to cost many thousands of dollars. I showed her the machine and she fell in love with it. I talked to her not too long ago and she told me she loves the machine and it saved her from having to go in debt to replace her carpet.

Testimonials will create want in the customer. Let them know that other people are using it and having success. Most people aren't innovators, they are

followers. They will only buy your product if it is proven successful for other people. You have to be an infomercial. Previous customers can't be in the house or on the phone with your potential customer, so you have to give their testimonial for them.

There are indicators a customer gives when you have created enough want for them to buy. Many times they will ask "How much does this cost again". Usually at this point I cut my pitch short and go in for the close. At this point their emotions are probably racing and they are ready to buy, and as I stated earlier, when the emotions are high ask to buy.

## **Gaining Commitment**

The best way to ensure a sale is to gain commitment as soon as possible. Make the customer verbally indicate that if "X" happens they will purchase your product. Once you have gained commitment it is your job as a good salesman to hold up your end of the bargain. If they say they will buy your product if you can get a stain out of their carpet, then get the stain out. Most people won't go back on their word.

Often times I gain commitment when overcoming an objection. For example if the customer says "I would, but I can't afford it", I will ask them, "So if I made it 100% affordable you would definitely invest in this product". I then shake my head yes waiting for them to make the commitment. Once they commit I work with the price to fit it into their budget.

Locking a customer into commitment is not an easy task. People have a natural fear of commitment. What you have to do is put them into a corner. Wait for them to ask you if your product can "do this". That is the ideal moment to get commitment. Simply state to your customer, "if it can do this, I'm sure you will invest in my product."

Gaining commitment early gives you an edge in your sales pitch. Find out what their main problem is right away, and if possible solve it immediately. This will not only create an immediate want in the customer, but it will help you gain commitment early. After you have commitment, constantly remind them of the problem you solved.

Gaining commitment is a great asset to a sale, but is not necessary. It will however make the sale that much easier. Look for certain keys that may help you lock them into a commitment. Many times it's as simple as them asking you answering a question they have about your product.

## Overcoming Objection

I have seen many salesmen try and fail because of their failure to overcome objection. Many new salesmen get discouraged when the customer says no. I remember at Kirby we had a saying, we can hear 1,000 no's, but all we need is one yes. When dealing with customers one must understand it's much easier for them to say no than yes. What we as salesmen have to do is get the reason for the objection, than think of a savvy comeback. I look at it as a war of wit, and in order to make the sale, you must think fast and hit them with counters for every objection they throw at you.

The most common objection is "I can't afford it right now". Many new salesmen get discouraged and often times give up at this point. Honestly, I don't think I've ever made a sale to a customer who didn't use that objection. If somebody wants something bad enough they will find a way to afford it. I would be in beautiful 2 story houses, with 2 brand new Mercedes in the driveway, and they would sit there and tell me they couldn't afford \$66 payments on a \$2,000 vacuum. No one likes to be sold! This is the key point you have to remember. The objections are just excuses because they don't want to be sold. You could offer someone a brand new BMW for \$300 and still face the same objections. Like I said earlier you just have to find ways around these objections. Be prepared for the objections before you face them. Put yourself in the customers place and think of every possible objection they can throw at you. It's good to write them down, and then think of great comebacks that will make their objection obsolete. If you are a little confused I will give you an example of how I would overcome a few objections when I was selling Kirby's.

**Customer:** I love the machine, but I just can't afford it right now.

**Me:** I understand, it all comes down to affordability right? So if it was 100% affordable you would definitely invest in the Kirby today.

Take note on what I did. First I over came her objection by agreeing with her.

Then I got her to commit to purchasing the Kirby if I could make it 100% affordable. Now this is where I cut the price and work in a monthly payment plan that is affordable for her.

**Customer:** I already have too many monthly bills to pay.

**Me:** I understand, but we all have bills right? Unfortunately we are going to always have bills until we (pause)... Kick the bucket. If we let bills stop us from

getting what we want, we could never enjoy life.

This time I had to use a different approach. I made the customer realize that they will have bills for the rest of their life, so that's no excuse for not purchasing something they want. Now that I've overcome that objection they can no longer use that as an excuse not to buy. Your goal should be getting all the objections out of the way, until they have no more excuses not to buy.

## **Creating an online sales pitch that will increase your conversion rate drastically.**

If you are reading this you might not understand how this will help you in online selling. Well believe it or not it plays a big part. I'll show you how to convert the overcoming objections strategy into increasing your online conversion rate.

Overcoming objection in an online sales pitch can be a bit trickier because you do not directly interact with the customer. This means we have to address every objection we can think of in our sales pitch.

First we have to brainstorm every possible objection a customer might have. Let's pretend you are selling an E-book on how to make money through affiliate marketing. . Here are a few common objections you must overcome in your sales pitch.

- 1 I can not afford it.

Now from door to door selling to online selling this is always an objection you will run across. There are many ways to overcome this in your sales pitch. A way I have had success with is having a high price in the beginning of my sales pitch, and by the end I have slashed the price by almost 50%. This is effective because the "I can't afford it" objective usually shows up when they are first introduced to the price.

- 2 I'm too busy to implement all of this stuff.

I like this objection because it's the easiest to overcome. I would include in my sales pitch a short story of how I was working 15 hours a day before I discovered this way to make money online. Then I'd mention it only took me about an hour set up. I'm sure they don't work 15 hours a day so this nullifies their objection because if I found time to do it, they can.

- 3 I've read a few other E-books who claimed the same thing, but I didn't make much money

Another simple objection we have to overcome. I usually overcome this objection in 1 or 2 sentences. I state in my pitch "I have read all the other E-books on making money, and they didn't teach me how to make 1cent. I found

out the secrets they wouldn't dare place in their books. I'm now releasing these secrets to the public in my new E-book (title here)."

These are just a few examples of how to overcome common objections. Before you start writing your sales pitch I suggest taking time to write down every possible objection you can think of. Ask a few friends or family members why they wouldn't buy your product. Cover all those objections in your sales pitch.

## **Taking Control**

From the moment you first interact with a customer you must be in total control. You must tell the customer what to do and think. The hard part is doing this in a way that is unnoticeable. You can't just tell the customer to do something. You have to politely ask in a non offensive way. If you don't have control from beginning to end it may be difficult to close the deal.

It is imperative that your control is established in the beginning of your sales pitch. I remember when I was at Kirby and I'd go into a salesman's demonstration and the customer would be doing something in a totally different room. I would have to explain to them the importance of taking control from the beginning. If the customer isn't listening to your pitch, then you are wasting your time. Don't let the customer do other activities during your pitch. Make sure and keep them locked in throughout your pitch.

If you are in a customer's home make sure you get the customer involved in your pitch. If it's getting them to your product or asking them questions to keep their attention, it is important to not lose the interest of the customer. I always say a good salesman is like an entertainer. If you are putting on a good pitch people will be focused on you through your whole sales pitch without distraction.

There will always be uncontrollable factors such as unexpected house guests or unforeseen phone calls. The best thing for a salesman to do in these situations is to wait politely for them to finish before continuing your pitch. If possible get the house guest involved in your sales pitch as well. This may help you avoid third party objection.

The key to keeping control is keeping the customer involved. If the customer becomes bored you will lose control fast. Try to avoid repeating yourself. Being redundant is a quick way to lose a customer's interest. Keep them on the edge of their seat with new information throughout your pitch.

Relative stories are always a good way to keep control of the customer. Make sure the story is something they can relate to. When I was selling vacuums I would tell the customer a story of a lady who didn't invest in the vacuum, then her carpet was destroyed by the dirt. She had to pay 3 times as much as the Kirby investment to get her carpet replaced.

People generally like hearing stories. Even back when we were little and wanted our parents to read us a bedtime story. If your story relates to the person in some form it will keep them interested. As long as you have their interest you can keep control. Remember a good salesman must maintain control throughout his sales pitch in order to solidify a sale.

## **Closing the Deal**

The most stressful part for an inexperienced salesman is closing the deal. Many companies have their more experienced salesman interrupt mid-pitch to close the deal. The toughest part of closing a deal is getting over the initial fear of closing it. A good salesman must know how and when to close a customer.

A common misconception is that if you try to close a deal too soon you will lose the sale. I've found that failing to constantly attempt to close the deal throughout your pitch will result in more missed sales. People buy when their emotions are high. Peoples emotions are like roller coasters, they go up and down. When the customer's emotions are at their peak, it's the perfect time to attempt to close the deal. Missing this opportunity may result in the customer's emotions declining, which can result in a missed sell.

I like to start off my closing with a common sense question, which leads them into the sale. For example if I were selling life insurance I'd say, "Could we agree that life has unexpected events, wouldn't you say it's better to pay a little now than a lot more later." This helps lead the customer into the close. This also reminds them why they want your product. The reason they need your product will be fresh on their mind, which can increase the chances of closing them.

Avoid using the words purchase or buy when trying to close a customer. Use phrases like "are you ready to invest in this product today." Depending on what you are selling there are ways to be even more creative. At Kirby my closing line was, "can I welcome you to the Kirby family." I never use the words purchase or buy, and if you can find a phrase that doesn't require the term invest, that is even better.

Create a sense of urgency when closing a deal. The most common customer line is "do you have a business card so I can contact you when I'm ready to buy." I can guarantee you if you leave that customer without closing the deal, you will never hear from them again. This is why it is critical for you to create a sense of urgency so they feel like they have to buy right now.

There are a few ways to create the urgency to close a deal. A good way is to give them a lower one time special offer price. Explain to them that the only way they can get that special price is by purchasing your product today. Most people naturally want to save money. If they feel they are getting a once in a lifetime bargain they will purchase the product.

Now that you have the urgency, ask them if they are ready to get to the paperwork. Make sure you have your own ink pen to fill out the paperwork.

When I'm doing the contracts I point them to everything I need them to read on the contract with the pen. Sometimes if a customer reads too much information they don't understand in the contract, they will pull back on the deal. Make sure you show them only what you need to, and explain it to them.

Now you have a sell, and there are many more where that came from!

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