

SELL IT RIGHT

5 GENERAL RULES OF CLOSING A DEAL



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Queen, of Cold Calling**

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01 INTRODUCTION

- > Your Name
- > Which Branch
- > Which State



The Fact

Everyone thinks you are a scam

Avoid suspicion

**No one trust anyone now until you
comfort them through a conviction
statement**

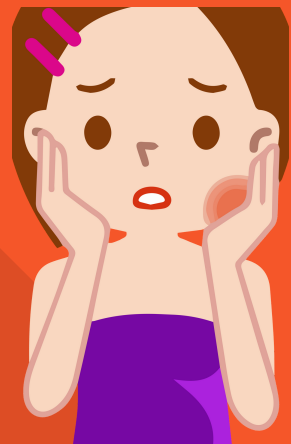
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02 SELL YOUR SOLUTION

- > What is the Benefit
- > What is the Feature
- > What is the Advantage

The Fact

Your customers want them to solve their problem. You need to know the 'PAIN' of what different types of customers go through



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03 BE ATTENTIVE ON BUYING SIGNALS

- > Be present from the start to the end
- > Dont neglect every conversation made, that could be a buying signal

The Fact

When you ask your customer a question, your customer will object with an answer, that answer can be turned around to an Upsell or a Resell. (This is called a buying signal)



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04 ASK QUESTIONS

- > You must ask Questions to build a trust relationship
- > When your customers start talking, than you will realise how to angle the next conversation better

The Fact

Asking closed ended questions, will just 'shoot' you back in the leg.

Questions must be carefully planned and placed into a script, memorised with your answers.



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04 FOCUS ON THE INFLUENCERS

- > Place your attention on the decision maker along with the influencer to that 'decision maker'.
- > Find out why they are important and what is most important to them.

The Fact

Dont ignore anybody who will be the main person to 'influence' your decision maker.



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05 ASK FOR THE SALE

> Ask for the sale! Its your JOB.
You could start by saying 'Sir, have you seen enough information and now ready to confirm this application?'

The Fact

Sell to close. Not sell to speak or sell to explore.

