

Closing the Sale

After working in Australia now and consulting for nearly 38 years I have found that many people have come across sales through natural ability or through working with others and observing with others what they do, how they do it and discussing in some cases why they do take particular actions or use different actions to close the sale.

Unfortunately Australia while being a sales culture whereby many people can get sales and marketing mixed up is not a sales based business community like America and some of the more systematic developed sales economies in Europe.

Australians have generally tended to come at sales as mentioned above because they have natural ability or because they have the gift of the gab or the ability to excite or enthuse people to take up particular products.

Even in everyday retail selling it is very hard to find someone who can conduct a thorough and well thought through sales approach to a customer and to assist them to make the final product and to ensure that they do buy the product from that particular venue.

Sales can be taught. Those with the gift of the gab can sometimes undo sales because they talk too much.

Sales can be learned through experience and role-playing- you can become better at closing sales and getting better results.

Intuitively everybody knows this and when we run small-medium business seminars and even when we have conducted seminars in selling and marketing for the top one thousand companies we have been approached by individuals who wish to improve their selling capability.

When sales or selling activities take place and people are not sure of their facts and understand that there is a science and approach that can lead to better results they become frustrated and in some cases they loose confidence because they know that they is working at a sub optimal or lower level that is necessary to do the task.

For this reason it is important to learn how to sell and how to negotiate around sales. While many people resist the aggressive and bombastic approaches of some members of our community when sales are involved e.g. car sales, real estate etc. Most clients like to have a methodical sales person assist them with their decisions providing information when needed, providing answers to objections when required and assisting them to achieve a sale with which they are satisfied. Going it alone especially, when you shop alone, is not always easy and if you have a consultative sales person even though their job is there to help close a sale and to get your money in return for goods and services, this can assist the client and most clients usually welcome it and embrace it.

An early rebuff in a sale by a client when a sales person asked them if they can be of assistance is not a rebuff of the sale it is just asking for more time to look around, to decide or to do some shopping around to find their “feet” and to understand what is offered in the store, in the selling situation or even in the meeting.

As a result of no sales training sales people are often deferred by people who rebuff them and the sale is never consummated.

A person who says that they want some time, or they are just looking or that they need to look around for a while are really asking for some time out, but they are not stating that they do not want to talk to the sales person at a later stage say in three to ten minutes time. Going back and asking if they are now ready to receive some assistance is a very positive step, and even if that again meets with a rebuff then another time period should be considered before retuning to that person.

Okay so what is selling, and what are other selling frameworks, and what is the science of selling, and how to do we engage in selling without manipulating or overselling to people and providing goods and services to people who cant resist or can't afford so that we have a moral problem?

Selling has been going on since the beginning of time, people sell ideas, people sell concepts, people sell themselves to people socially, people sell their way of doing things. This is a convincing mode and the word “con” at the first part convincing means to “go with” so when people convince they

actually try in getting other people to go with them in their thoughts, their deeds and their perceptions or in their thinking about products or services.

Selling is required from those who represent goods and services and put them up for commercial transaction in the market place. When people do not get sales attention they complain so it is a double edged sword in that overselling can affect people and even deter them from shopping at a particular store, a particular location or a particular company and underselling can have the same effect.

The right amount of selling is something that you will know about if you use the selling psychology and the selling frameworks correctly.

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Closing the sale is a really important outcome for the effort and energy put in by a sales person when they work with a client to determine what it is that they want to buy, what characteristics and decisions are involved in the purchase to buy and which particular item including products and services they wish to buy.

Consumers are often confused and they need choices and options to help them with their final decision, but when there are too many options and choices sometimes narrowing the choice down is just as important to help them make the final decision. Too many options or too many decisions can be a problem. In this regard the salesperson is an essential part of the program or the process.