



3 Killer Secrets for Closing the Sale

By Brian Tracy

"Inherently, each one of us has the substance within to achieve whatever our goals and dreams define. What is missing from each of us is the training, education, knowledge and insight to utilize what we already have." - *Mark Twain*

FACT: Selling is the only profession wherein your potential earnings are beyond what 95% of the world's population could ever earn - but only if you know how to close the sale. Selling is a wonderful profession - but because it is oftentimes difficult to become successful at it, it is also considered one of the toughest professions in the world.

As a salesperson, you need to be thankful that making the sale is so difficult, because if it were easy, the field would be flooded with amateurs -- and the amount of money you could earn would be greatly reduced. Your job is to find ways to make the sales process easier so that you can become one of the highest paid people in your field, if not the world.

The Major Challenge in Selling

Closing the sale is perhaps the most stressful and challenging part of the sales process. This is where the rubber meets the proverbial road.

Hi, I'm Brian Tracy - and there are secrets I know that can unlock the real firepower that lies dormant in your very own selling skills, and these secrets will change the course of your sales career forever. I'm going to reveal 3 closing secrets that can easily triple your sales in the next 90 days.

You may have heard about me through my high-powered sales seminars attended by approximately 400,000 men and women each year in 23 countries - or perhaps you have come across one of my 16 best-selling books or 300 learning programs.

The 3 killer secrets that I'm about to reveal are excerpts of techniques I've taught to salespeople all over the world, many of whom have gone on to become the biggest money-makers in the sales industry. I guarantee that if you master these lessons and practice them faithfully, you will at least triple your sales within the next 90 days.

Killer Closing Secret #1: The Preference Close

The first technique is the Alternative Close - also called the Preference Close. It is based on the fact that people like to have choices. They don't like to be given what may sound like an ultimatum to either buy it or not buy it.

To apply this technique, you simply structure your close by saying, "Which of these would you prefer, A or B?"

With the alternative close, whichever one the customer selects, you would have made a sale either way. You should always try to give the customer two choices. Even if you are selling a single product, you can give him two choices with regard to payment, or delivery. For example, "Would you like this delivered to your office or to your home address?" "Will that be MasterCard or Visa?" "Would you like the ATM 26 or the ATM 30?" And so on.

Killer Closing Secret #2: The Secondary Close

The second closing technique is the Secondary Close. This is extremely popular. It is a simple way of helping a customer make a big decision by having him make a small decision that infers the big decision. Instead of asking the customer to go ahead with the product or service, you ask a question about a peripheral detail, the acceptance of which means that he has decided to buy the larger product.

For example, you could ask, "Would you want this shipped in a wooden crate, or would cardboard be all right?" "Would you like us to include the drapes and rods in the offer?" "Did you want the standard rims or would you like the customized racing rims on your car?"

In each case, if the customer agrees to or chooses the smaller item, he has indirectly said, "yes" to the entire offering. People often find it easier to agree to small details than they do to making a larger commitment. That's why this is sometimes called the Incremental Close, where you get commitment bit by bit to the entire offer.

Killer Closing Secret #3: The Authorization Close

The third closing technique is the Authorization Close, which is often used to conclude multimillion-dollar transactions. At the end of the sales conversation, the salesperson simply asks if the prospect has any questions or concerns that haven't been covered. If the prospect has no further questions or concerns, the salesperson takes out the contract, opens it up to the signature page, places a check mark where the customer has to sign, and pushes it over to him saying, "Well then, if you will just authorize this, we'll get started on it right away." The word "authorize" is better than the word "sign." A check mark is better than an X. Offering to "get started right away" is better than sitting there hoping for the best.

However you do it, be prepared to ask for the order in whichever ways seem appropriate at the moment.

About the author:

Brian Tracy has been empowering business and sales professionals by sharing his knowledge all over the world. His techniques will allow you to reach your goals and achieve the unthinkable. Brian, a former Edmontonian, has graciously allowed us to access and share from his vast wisdom and experience.

Please visit Brian's website and invest in yourself by adding some of his value-added books and other programs to your success library. Visit: www.BrianTracy.com