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How to Close a Sale with a Tough Customer
Acknowledge your customer's anger. Stay calm. Clear your mind of all other clients. Make it clear that you are sincerely concerned. Don't hurry your client. Adopt a what-have-I-got-to-lose attitude. (Don't confuse this with a devil-may-care attitude.) Stay ...

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Fortunately, closing is an art that can be mastered, and now Sales Closing For Dummies shows you how. Packed with powerful principles that can help you become a top-producing salesperson, Sales Closing For Dummies is the ultimate guide to mastering that most mysterious part of the selling equation. Tom Hopkins, the legendary sales genius who, by age 30 was the nation's leading real-estate trainer, demystifies closing and shows what it takes to be a champion closer, including how to:

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Whether you're a newcomer to sales or a savvy pro,

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Sales Closing For Dummies ® will help you turn opportunity into bottom-line results! Become a Champion Closer. Lead a sale without being pushy. Read the signs of an interested potential buyer. Use questioning methods that lead to the close time and time again.

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5.0 out of 5 stars Sales closing for dummies says it all. Reviewed in the United Kingdom on 28 June 2010. The hardest part of the sale is actually asking for it (closing). This book covers exactly that. It gives you the when, why and how of actually making the sale. Without this skill you might just as well give up selling as a career.

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Sales Closing For Dummies. 3.76 (47 ratings by Goodreads) Paperback. For Dummies. English. By (author) Tom Hopkins. Share. Sales trainer Tom Hopkins shows how to handle the most crucial part of any sales negotiation - the close - successfully. From questioning strategies and understanding the anatomy of a close to managing surprise endings and bowing out gracefully, readers will learn how to keep

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their composure, avoid making costly mistakes, and increase sales significantly.

Without the close, there is no sale. Pretty obvious, right? Yet, for many salespeople, closing is the most baffling and elusive part of the selling process. All too often, salespeople meet qualified clients and charm them with an eloquent presentation, only to see the sale mysteriously slip from between their fingers in the end. Which is sad when you consider all the hard work – the prospecting, preparation, planning, and practice – done for the sake of a moment of truth that never arrives. Fortunately, closing is an art that can be mastered, and now *Sales Closing For Dummies* shows you how. Packed with powerful principles that can help you become a top-producing salesperson, *Sales Closing For Dummies* is the ultimate guide to mastering that most mysterious part of the selling equation. Tom Hopkins, the legendary sales genius who, by age 30 was the nation's leading real-estate trainer, demystifies closing and shows what it takes to be a champion closer, including how to:

- Lead a sale without being pushy
- Read the signs of an interested potential buyer
- Use questioning methods that close sales, time and again
- Help clients feel good about their buying decisions
- Keep your clients' business and build their loyalty
- Build long-term relationships and watch your sales grow

With the help of dozens of real-life examples from a wide cross section of industries, Tom shows why professional selling is about communication, not coercion. And he shares his considerable insight and experience on: Verbal and

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visual buying cues and how to recognize them
Choosing the best location for closing Addressing concerns and creating a sense of urgency Time-tested tactics and strategies for ending customer procrastination, overcoming their fear, closing from a distance, and more The ten biggest closing mistakes and how to avoid them Add-on selling and other ways of getting your clients to help you to build your business Featuring Tom's Hopkins' trademark "Red Flag" key points and situation scripts, this fun, easy-to-understand guide arms you with the hands-on tools and techniques you'll need to become a world-class closer.

Get the know-how to close a deal and make your quota—in a day! Closing a Sale In A Day For Dummies outlines the anatomy of a sales closing, offers strategies for asking the right questions, and gives you invaluable tips for overcoming tough customers. The anatomy of a close Questioning and listening strategies No frills closing techniques Overcoming tough customers This e-book also links to an online component at dummies.com that extends the topic into step-by-step tutorials and other "beyond the book" content.

Being a successful salesperson isn't only useful in a traditional sales role. Whether you want to sell a new product to a business, an idea to an investor, or yourself in an interview, this book provides you with all the tips and techniques you need to stand out from the crowd. This straight-talking guide helps you develop the sales, communication, and negotiating skills you need to deliver successful presentations,

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win and retain customers, maintain your confidence, and get the results you want.

Combines new technology with information and facts from seven previous books to provide tips and tactics on how to improve sales results and expand a business.

Here's a quick-reference guide that puts 270 field-tested sales closes from the world's top salespeople—including strategies, phrases, formulas, tips, and practical steps—right at your fingertips. Inside, you'll find sure-fire objection closes, tested ways to close based on price, superb story closes applicable to any selling situation, powerful negotiation closes, and additional ways to close the sale and make more money—all organized for exceptionally easy access.

Customer Success Leads to Your Success If you liked *Crucial Conversations*, *The Challenger Sale* or books by Grant Cardone, you'll love *Closing the Sale*. Guide the conversation. Closing is a process, not an event. In the closing process, there are inevitably many conversations with a variety of potential clients. *Closing the Sale* will teach you how to influence good decisions to achieve mutually beneficial outcomes from these conversations. Turn talking into decision making. For clients, decision making can seem daunting. They may often favor the noncommittal "maybe" over the decisive "yes" or "no." *Essential Secrets to Closing the Sale* will teach you how to help your clients make the best possible decisions for both their business goals and your own. Customer success is your success. *Closing the Sale* will show you how to

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attain the only real success. the win-win situation. Because the more you focus on creating success for your clients, the more successful you will be. Closing the Sale will teach you the five essential skills to the sale closing process: Identify the End in Mind Decision Address Client Key Beliefs Resolve Objections Prepare the Conditions for Good Decision Making Open Purposefully, Close Powerfully

“Always be closing!” —Glengarry Glen Ross, 1992
“Never Be Closing!” —a sales book title, 2014 “?????”
—salespeople everywhere, 2017 For decades, sales managers, coaches, and authors talked about closing as the most essential, most difficult phase of selling. They invented pushy tricks for the final ask, from the “take delivery” close to the “now or never” close. But these tactics often alienated customers, leading to fads for the “soft” close or even abandoning the idea of closing altogether. It sounded great in theory, but the results were often mixed or poor. That left a generation of salespeople wondering how they should think about closing, and what strategies would lead to the best possible outcomes. Anthony Iannarino has a different approach geared to the new technological and social realities of our time. In *The Lost Art of Closing*, he proves that the final commitment can actually be one of the easiest parts of the sales process—if you’ve set it up properly with other commitments that have to happen long before the close. The key is to lead customers through a series of necessary steps designed to prevent a purchase stall. Iannarino addressed this in a chapter of *The Only Sales Guide You’ll Ever Need*—which he thought would be his only book about selling. But he

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discovered so much hunger for guidance about closing that he's back with a new book full of proven tactics and useful examples. The Lost Art of Closing will help you win customer commitment at ten essential points along the purchase journey. For instance, you'll discover how to:

- Compete on value, not price, by securing a Commitment to Invest early in the process.
- Ask for a Commitment to Build Consensus within the client's organization, ensuring that your solution has early buy-in from all stakeholders.
- Prevent the possibility of the sale falling through at the last minute by proactively securing a Commitment to Resolve Concerns.

The Lost Art of Closing will forever change the way you think about closing, and your clients will appreciate your ability to help them achieve real change and real results.\

"Let me think it over." Early in his sales career, world-renowned sales expert Brian Tracy couldn't find a way to overcome that simple five-word objection and close the sale. Then he discovered a technique that worked. Business boomed. Tracy broke every sales record in his company and increased his income twenty-fold. Since that breakthrough many years ago, Tracy has meticulously studied and collected the best of the best in sales-closing techniques. Now, in *The Art of Closing the Sale*, he shares this wealth of knowledge that has already helped more than one million people maximize their sales results. No matter how eloquent or passionate a salesperson you may be, no matter how friendly your smile or likable your personality, if you can't close the sale, your efforts yield nothing. *The Art of Closing the Sale* teaches the learnable skills

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that anyone can use to transform the sales process into a consistent win. This book is an absolute must-read for every sales professional seeking to boost their career and create a future of success.

The forms, letters, and other tools included in Marketing Kit For Dummies, 3rd Edition enable readers to start a successful marketing program from the beginning. The expert tips and information presented in the book take some of the mystery out of marketing and explain, step-by-step, how to implement and execute a successful marketing strategy. Note: CD-ROM/DVD and other supplementary materials are not included as part of eBook file.

Your guide to the most up-to-date selling strategies and techniques No matter your skill level, this new edition of Selling For Dummies helps you lay the foundation for sales success with the latest information on how to research your prospects, break down the steps of the sales process, follow up with customers, and so much more. Selling, when done right, is more than a job—it's an art. With the help of Selling For Dummies, you'll discover how to stand head-and-shoulders above the crowd by knowing your clients, and approaching selling with passion and a positive attitude. The book covers making killer sales pitches and presentations, using the latest technologies to your advantage, establishing goals and planning your time efficiently, partnering with others, addressing clients' concerns, and closing more sales. Includes expert tips for harnessing the power of the Internet to increase sales Covers the latest selling

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strategies and techniques in the Digital Age Explains how mastering selling skills can benefit all areas of your life Explores the newest prospecting and qualification strategies If you're brand new to the sales scene or a seasoned salesperson looking to win more clients and close more sales, Selling For Dummies sets you up for success.

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