

# Work On Closing The Sale!

By Samuel Negrón

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Many people are good at the beginning part of the selling presentation. Asking questions, sharing information, learning the buyer's needs and figuring out how to satisfy those needs. Less than 5% of this time is spent on closing the sale. And yet, if you are not effective at closing the sale, you would have wasted your time. I'll explain some basics regarding this portion of your presentation.

Popular opinion is that there is always going to be a particular moment when it's best to ask for the sale. I beg to differ from that opinion. I believe it's up to you to control the time when you're ready to ask for the sale by having an effective presentation. That moment has to be created by you! Makes sense, doesn't it? Of course it does! Your presentation must be jam packed with benefits and it's very important that you follow a logical path in demonstrating those benefits to close the sale. As you perfect your presentation it will become clear when to ask for the sale. Remember, you must always ask for the sale! A great time to ask for it is when you have just overcome an objection which was posed. At that point, you've tipped the balance in your favor. While it doesn't always work, it's a good time to try.

Pay close attention to your prospects words and expressions. These give you great clues when it's best to seize the moment and ask for the sale. Again, this comes with experience and how sharp your presentation is delivered. Asking for the sale is the most important component of your presentation. Work on it steadily and logically and it will bear great fruit!

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