

The Seven Steps You Need To Know To Closing A Sale

By Bob Brolhorst

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Bob Brolhorst
bbrolhorst@wave5marketing.com

A-1 Internet Marketing Newsletter <http://www.wave5marketing.com/newsletter.htm>

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There are thousands of books out there teaching sales people on how to turn more prospects into customers, how to increase their sales, and convince people to buy. Almost all of these books contain the seven fundamental steps that salespeople use effectively in selling their products. These are the seven steps for closing a sale.

- 1) Get your prospects to tell you where his interests are and the fundamental reasons for his interest in the product.
- 2) People only purchase something in order to satisfy a want or need. Ask open ended questions to determine what fundamental need your client is trying to fulfill by purchasing your product.
- 3) To gain agreement and guide your customers to a positive conclusion, you must ask questions that require only a yes or no answer.
- 4) Use descriptive terms and phrases in your questions in a manner that compel emotions in your customers. Make them feel that they need the product, and help them visualize how much better their life will be after the purchase.
- 5) As you proceed through the sales process, ask your customers if they would like to purchase now. Initially this is used to see to what degree your customers are interested to determine what hurdles lie ahead in finalizing the deal.
- 6) General responses from the customer such as "I have to think about it" cannot be accepted as the final step in the sale. Ask which specific questions to the customer to get a more detailed answer. Is it money, or is there something missing in the product or service? Find out what is standing in the way of the customer purchasing the product or service. What specific items does the prospect still need to be sold on?
- 7) Finally, ask for the sale. This is the most important step in any sales process. During the sales process, ask the customer to make

the commitment. If they say no, find out all the obstacles that is keeping them from buying the product or service. Address any specific concerns and ask again. Continue to ask for the sale after each objection is addressed until the customer makes the commitment to buy, but don't over pressure the customer to buy. This may work for some people, but as a whole no one wants to be pressured into buying something they are unsure of and a honest salesperson will not feel good about the sale.

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