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| The Retirement *Advantage*

Closing the Sale

1. Know your process

- **Learn a great open to make a great close.** Your ability to close more sales may start by improving how you handle earlier parts of the sales process. What questions are you asking? How well are you listening for the customer's need? Review every call you make by asking, "What worked? What would I do differently next time?"
- **Follow in famous footsteps.** Who do you think is a great salesperson? The answer is likely someone who sold you his or her book, cassette, video, newsletter or website. Successful people are sharing valuable secrets in a variety of formats. Pick what works best for you and commit to learning one new thing on a daily basis.
- **Get a coach.** The best way to improve is with honest feedback from someone who's achieving at the level you want to be. Whether you call it a coach, mentor or accountability group, the advice of others can be a valuable part of improving.

2. Know your prospect

- **Know who buys your product.** Who have your most profitable customers been? Where did they come from? How much time do you spend with them before closing a sale? You can close more sales when you focus your efforts where you are most likely to succeed.
- **Invest in relationships.** Once you know the type of customers you succeed with, get to know each one as a person. What is their business? What problems do they have? Build the relationship and show you are a collaborative partner for the long-term.

3. Know your product; know yourself

- **Prove your worth.** You can ask the right questions of the right target audience, but still not earn a dime of compensation if you can't translate what you learn into how you help solve someone's problem. Know the ins and outs of your product so that you can address any concerns or hesitations your customer may have.
- **Foster a trusting relationship.** An integral part of the product you sell is you. As sales grow larger, customers put more emphasis on the relationship they have with the salesperson. If they can't trust the person they see, how will they trust the value of the product they can't see?

And finally - practice, practice, practice.

All efforts improve in only one-way: practice. There is no quick advice for closing more sales, rather it's about learning the sales process and then practicing until you get the results you're shooting for.