



Six Keys To Closing More Sales

Are you **making deadly mistakes** in your sales attempts? Do you want to **close more sales**? Are you **becoming discouraged** because you have been told “no thanks” a lot lately? Did you know that there is an unseen “**1-2 punch**” that you need to learn to cunningly throw make “**knock-outs**”?

Take a few seconds to read this article and get back into the ring!

1. Someone has to have a PROBLEM.

You are in business simply because someone has a problem that you can solve. The #1 job of marketing is to clarify the problems that you solve for your target market.

Your potential clients or customers are not so concerned about your credentials or the procedures that you use in your business. They want to know what you can do for them. Can you solve their problems?

I think that the biggest mistake small business owners make in their marketing is focusing too much upon themselves instead of their customers. Use your marketing efforts to tell your clients what you can do for them instead of telling them so much about yourself.

2. You must HAVE the solution to their problem.

Minding your Business means that you have done what is necessary to create a solution to their problem. Ask yourself these questions: what are the problems that my clients want me to solve for them?

What goals do my clients have that I can help them achieve? Take some time doing this and you will be beginning the process of developing a marketing plan and strategy that will yield results.

If you can convince them that you can solve their problem(s), you are well on the way to gaining a new client.

3. They must KNOW that you can solve their problem.

Once you have identified a problem and developed a solution, you must gain the attention of those with the problem(s) that you solve. This is called marketing. It can be hard, it can be expensive, it is absolutely necessary and you can never stop marketing.

4. You must gain their TRUST.

I have spent much of my life encouraging people to trust in God. One simple piece of advice that I have often shared is that you cannot trust God when you do not know Him, and so I have encouraged people to read the Bible to get to know God better.

In a similar way, we were taught (and rightly teach our children) to never trust strangers.

It is going to be next to impossible to get someone to trust you when you are a stranger to them, because trust is built upon knowledge. Your marketing must include every element possible that generates trust.

5. It helps if they LIKE you.

Sorry. This may not seem fair, but it is simply the truth. People like to buy things from those that they like. Be likable. Do what it takes to develop a real interest in them that goes beyond your business. Be a friend and learn to love your clients and prospects.

We train our business representatives to make friends and not worry about the sales. That does not mean that they are not trying to get sales, but simply that there is a certain truth and psychology to how sales are closed.

6. They must FEEL that their problem needs to be addressed now.

Once you have accomplished 1-5, there is still a potential barrier to overcome, and that is related to TIMING.

I am often asked when the best time is to close a sale, and I always respond with "never." I don't try and close sales. I present a solution to their problem, gain their trust and try to find some urgent reason that they should act NOW.

They will tell you when they are ready. If there is no urgent reason for them to buy, there is no legitimate reason that they should.

Learn to use the 1-2 Punch! Lead with 1) "**I can** solve your problems" - this will daze them, and then knock 'em out by
2) Convincing them that **you can** solve their problems!