

# When to Close the Sale?

Traditional wisdom taught closing to be the key to sales, the be-all and end-all. This resulted in salespeople developing aggressive and manipulative behaviours as they tried to control and direct the client's decision-making. What began as a friendly interaction between salesperson and client changed as the client began to feel uncomfortable, tense and irritated as the close approached.

Traditional selling and closing techniques are **inappropriate, ineffective** and can cause long-term sales and **relationship problems**.

A client's wants and needs are based on either logical or emotional reasons. If closing is mishandled you will attract a sales objection. If a client feels the need to defend their motivation for their purchase, they will do so with logic.

When the motivation to buy becomes an emotional reason, the client experiences a **vision of future ownership**. This doesn't mean that they will automatically proceed and confirm the business but it makes closing easier.

Example: *"I would appreciate you reviewing your quotation in light of the substantial increase in volume."*

The golden rule is: do not close before the sale is closeable. Closing should feel natural and part of the normal process of communication between yourself and the client. It also signals the end of the sales meeting.

Clients will express their interest through statements or questions known as buying signals that may appear unprompted but in fact were the result of how the sales process was applied.

An indicator might be:

- They have emotionally bought the product or service. Example: *"I am most impressed by....."*
- The client expresses their frustration when dealing with one of your competitors

- When the client asks the same question more than once
- When they ask for more detailed information.

When to close the sale? If you have shown **genuine interest and care**, asked probing questions earlier in the sales process and recommended the right product or service then in many instances the client will beat you to the close.

If you want to discuss anything to do sales or sales management then contact me directly on +61 412 252 236 or email [kurt@salesconsultants.com.au](mailto:kurt@salesconsultants.com.au). Please enter the subject heading Enquiry.



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*Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increase sales from 10-56%. Clients range from small to multinational companies and he has completed projects in Australia, the Middle East, Asia and Europe.*



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