

A woman with red lipstick and red nail polish is wearing a white blouse with a small blue and red pattern. She is pointing her right index finger directly at the viewer. The background is a soft, out-of-focus grey.

AS

ANNA SCHELLER | THE SALES GURU

10 WAYS TO CLOSE MORE SALES

Effective solutions

AS

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1. Use a sales system

To close more sales, you need a process to lead the buyer step by step. You wouldn't ask someone to marry you on the first date, would you? Well, neither will you get someone to buy from you when you first meet them. Take them through a series of steps to bring them to a buying decision.

2. Focus on serving the customer

Sales is about service. When the customer feels that you are truly concerned with solving their problem, you become a trusted advisor, lowering their resistance to your offering. Show you care!

3. Make more outbound phone calls

Guess what? The phone doesn't ring by itself. Sales masters dedicate time to calling new prospects to grow their business. If the best in the business have to call people they don't know, then so do you! To learn more, click the link to listen to this podcast of [Black Belt Selling with Mark Hunter](#)

4. Prepare questions

This is the first skill sales professionals master. Powerful questions unlock the needs of the buyer, and get him to tell you everything you need to know to close the deal. A friend once told me that the customer shares his true pain or joy at around the 5th question. Questions lead to closing.

5. Listen more than you talk

There are 2 skills that you must master to close more sales. Listening is one of those skills. Listening does 2 things. It forces you to give your full attention to your client and you can learn what is really important to close the sale.

6. Scripts for each step of the process

Scripts breeds confidence. Most sales people are reluctant to pick up the phone because they don't know what to say. Scripts help professionals plan the conversation in advance so they can focus on the client's needs without searching for the right words. Wouldn't you feel better knowing that?

7. Present the benefits that your customer wants

People don't buy processes and programs. They buy solutions. After your customer tells you what they really need, then share the benefits they are looking for. Using their language, share how you solve the problem they are having. Closing the deal after that is a cinch!.

8. Agree with a prospect's objection, and

follow up with a question. When a buyer raises an objection, our heart beats faster and we break out in a cold sweat. We start gearing up for a fight! Disarm the conversation by agreeing with the the prospect, then ask a question to get clarification. Keep the conversation friendly. That will move things forward.

9. Follow up 2 times more

than you think you should. What? But what if I pester them? You are a professional. Professionals follow up to help customers make a decision. Chances are your buyers are waiting for you to call back. Don't be afraid. Pick up the phone. Send an email. Show that they are still on your mind.

10. Ask!

So many people build rapport, discover needs, share benefits and say good bye! If you don't A-S-K, you won't G-E-T. Ask more. Ask often. Watch your sales soar!

So, what are the next steps?

I'm glad you asked! I'd like to invite you to a complimentary Sales Breakthrough Session.

We'll go over what is going well, where you want to go, and how to get there. There is no obligation to purchase, and if you're open to it, we'll talk about moving forward in a coaching relationship. Click [HERE](#) to get on my calendar!

**A DYNAMIC SPEAKER
WITH A HEART TO
HELP PEOPLE
CREATE MORE
SALES.**