The Rules of Closing

1. Always be seated.

2. Always present in writing.

3. Clearly communicate your proposal.

4. Always make eye contact.

5. Always have a pen available.

6. Use humor to relieve pressure.

7. Always ask one more time!

8. Always have arsenal of closes available.

9. Always stay with the buyer.

10. Always treat the buyer like a buyer.

11. Know you can come to an agreement.

12. Always maintain a positive demeanor.

13. Always smile

14. Always treat the buyer like they can!

15. Acknowledge all offers/communication.

16. Always agree with the buyer (first).

17. Always look for a solution.

18. Care so much you refuse not to close.

19. Always use full arsenal of closes.

20. Remember the close is a service!

NOTE:

These six ingredients will have to be present in order to finalize a transaction:

1) Prospect must be completely sold on product or service.

2) You must be completely sold on your product/service.

3) You must be completely sold on your proposal.

4) Buyer must be the decision maker.

5) Buyer must have the wherewithal to pay for the product.

6) You must be willing to persist through all resistance to get a decision.