



The Secrets to Negotiating and Closing More Sales

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Dare to be Different

- People are not logical, they are emotional.



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Dare to be Different

- You become the product that people buy.



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Dare to be Different

- Younger Customers–
 - Focus on what others are buying and continue to take it away.



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- Mature Customers –
 - As we mature we are not interested in staying even but in getting ahead.



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Dare to be Different

- Price does have impact, but less than you might think.
 - Price Buyers – 15%
 - Value Buyers – 60%
 - Relationship Buyers – 25%



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Filling the Funnel

The correct activity is the key to producing wealth.

Your activity is poured into the top of your funnel

The results of your activity, your sales are what comes out the bottom



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Filling the Funnel

Average sales people hate to hear
the word “No!”

20 Suspects (unqualified prospects)

10 Prospects (qualified to buy)

5 Presentations

1 Sale

\$200.00 Commission - Bonus



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Filling the Funnel

Professionals sales people know their numbers and strive to improve them.

1. Contacts per day (15)
2. Contacts/Qualified Contacts (5)
3. Qualified Contacts/Presentations (3)



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Filling the Funnel

Professional sales people know their numbers and strive to improve them.

1. Presentations/Closed Sales = "Closing Ratio" (1)
2. Closed Sales/Income (\$150)
3. Income/Total Contacts = Value of a Contact
4. \$150/15 Contacts = \$10 for a Yes or a No



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Qualification

Asking qualifying questions will help to ensure you are in front of people that can buy.



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Qualification

What do you have now?



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Qualification

What do you have now?

What do you like most about it?



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What do you have now?

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How long have you had it?



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What did you have before?



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Qualification

What do you have now?

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What did you have before?

Why did you make a change?



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Qualification

What do you have now?

What do you like most about it?

How long have you had it?

What did you have before?

Why did you make a change?

If you could change or improve anything what would it be?



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Qualification

What do you have now?

What do you like most about it?

How long have you had it?

What did you have before?

Why did you make a change?

If you could change or improve anything what would it be?

Who other than yourself would be involved in making a final decision?



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Qualification

How long have you had it?

What did you have before?

Why did you make a change?

If you could change or improve anything what would it be?

Who other than yourself would be involved in making a final decision?

If you find what you are looking for at a price you are comfortable with is this something you would be doing in the near future?



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Negotiating

You don't begin negotiating until the customer has made a commitment to move forward.



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Negotiating

You always follow their request with “If I can then will you?” –

If yes – move forward to work to a win-win.

If no – What specifically would keep you from making a decision to move forward?



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Negotiating

Create your negotiation packages prior to needing them.



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Professional Closing

- When the customer shows buying signs – move to the close.



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Professional Closing

- The Assumptive Close
 - Let's go ahead and get the paperwork started.



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Professional Closing

- The Summary Close
 - Recap major points and move to the assumptive close.



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Professional Closing

- The Reverse
 - Answering a specific question with a question.



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Questions?

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