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Brian tracy 24 techniques for closing the sale pdf download pdf free online

Good sales people are made, not born. There is always a feeling of stress on the part of the prospect. Here are the two psychological antecedents to closing. In the finest economy, with the finest product, 80 percent of the people you talk to are going to say no. Good salespeople are made, not born. Brian Tracy shares with you: The magical effects of constrained enthusiasm. How to detect the primary reason your prospect isn't buying. DescriptionAdditional Reviews 24 ways to beat "NO" Now you can double, triple, or even reach 100 percent on your closing rate using 24 of the finest closing techniques ever devised. The tension in the closing moments of the sale is caused by the fear of making a mistake, the fear of buying the wrong thing, the fear of paying too much, the fear of being criticized by other people. It's contained within. By the way, I don't mean the "rah! rah!" jumping around type of enthusiasm. Whenever he experiences this fear, he retreats. This is when your enthusiasm is kept inside; you like a kettle, a boiling kettle with the lid put on it so that you literally shine with enthusiasm. Question number one; does the prospect need what you're selling? You seem to have a dynamic tension, an excitement about you, but it isn't in how fast you talk or how quickly you move. This is a form of buyer's remorse, in advance. Now, with this exciting program, you can get the same information — and with repeated viewing — in the comfort of your home, office, or training room. The best time to close a sale. What happens when a person feels this fear? You can share this DVD with a sales staff as small as one or two, or with one that numbers in the thousands! NC Product ID 568DVD UPC 081758005684 Contents 1 DVD Format DVDs Click here to load reader 1 © Brian Tracy. Your Source of Power Constrained enthusiasm has one of the most powerful effects of all on other people, more than you can imagine. The Secret to Closing More Sales! Imagine a team of the best salespeople in the world helping you close your next sale. There is always a moment of tension. Now, let's begin. It is very much like having a spear in the stomach. He says things like, "let me think it over," or "can you leave me some material," or "could you call me back next week, I have to talk it over with someone else, I have to check it out first, I can't afford it," and so on. Confidence shows when you confidently expect the prospect to buy. You must know and use these if you want to be effective. Without this deep belief in the goodness of what you're selling, you can never reach that level of enthusiasm that must be transferred into the mind of the prospect to make them want to buy. They back away. Number three; can the person afford the product? The four things you must accomplish before you close. They became great sales people by learning and practicing the essential skills of selling, including how to close the sale. THE PSYCHOLOGY OF SELLING Learn how to develop a powerful sales personality, handle objections, and double your sales and your earnings! Click for more >> Rejection Is Not Personal You must realize You can bet it's hard to resist! This is the same seminar for which people pay hundreds of dollars and take days out of their busy schedule to attend. One of the best definitions I ever heard of closing is that it is a "transfer of enthusiasm." In other words, when you successfully transfer your enthusiasm about your product or service into the mind of the prospect, he or she will buy and a sale takes place. Much of the sale is made in the presentation. Imagine your team whispering in your ear...telling you exactly what your customer is thinking and how you can close each deal. Whenever a prospect reaches a point where he has to make an important decision, whenever he has to spend money, tension wells up inside of him. Believe In What You Sell It is essential that you have enough enthusiasm to transfer a sufficient amount into the mind of the other person. The contents, or parts thereof, may not be reproduced in any form for any purpose without the written permission of Brian Tracy. Once you've given your presentation, qualified the prospect in all four of these categories and determined that he/she wants to buy it, you're in a position to begin closing. The first requirement, which you've heard a thousand times, is enthusiasm. The more closing techniques you know, the more likely it is that you will close the sale in the course of the sales interview. Where confidence in selling comes from. Before we start talking about the closes, I'd like to talk about the antecedents to closing. What do they do as a result? Question number two, can the prospect use what you're selling? The first step, of course, is qualifying. These are all different ways that the prospect tells you that, "I don't think I'll be the right thing for me." The Fear of Rejection The second major stumbling block at the close is the fear of rejection. © Brian Tracy. Because of this fear, we very cleverly organize our lives in such a way that we don't put ourselves in front of people that say "no." The close is largely determined by how well you present the product to the prospect. For example, you ask expectantly, "Would you like the red one or the green one today?" In other words, you don't ask, "Are you going to take one or not?" or "Is this what you had mind?" Instead, you ask for the sale expectantly, and the more confidently you expect to sell, the more likely it is that you will sell. I mean what is called constrained enthusiasm. When you ask the prospect to buy, you must confidently expect them to buy. Qualifying the Prospect In the process of selling, there are several other steps that you must take before you close. All rights reserved. Selling is a skill. 2 © Brian Tracy. You cannot sell a product until you have thoroughly qualified the prospect. 3 © Brian Tracy. They really believe that their product has very worthwhile benefits for their customer. One shows you how to identify and activate your customer's hot buttons. The one thing you must do after using any of the 24 closing techniques in this program. And by the way, if you have a problem with the word "no," you've picked a very interesting profession to get into, because four out of five sales calls end with "no's," even in the very best of times. Many people may need a piece of high tech equipment, but they may not be able to use it because of the people or the structure of the organization. Ralph Waldo Emerson said, "Nothing great was ever accomplished without enthusiasm." Expect the Best The second psychological quality you require is confident expectations. And if you do what they do, you'll be successful too, and nothing can stop you. 24 Effective Closing Techniques By Brian Tracy REPORT To learn more about Brian Tracy, please visit www.briantracy.com/AboutBrian. Desire Comes Before Closing Before you can close, the prospect has to have demonstrated that he or she has a desire to enjoy the benefits of your product or service. If you don't believe in your product, if you don't love your product, if you wouldn't use it yourself, if you wouldn't sell it to your best friend or your mother, then you're probably selling the wrong product. Every one of us, as human beings, experiences this fear of failure. You must confidently expect that the person is going to say "yes" if you just ask often enough. 4 © Brian Tracy. And number four; does the person want the product? These techniques are so effective and so well explained that you'll be using them after the first viewing of this classic tour de force of sales techniques. First Things First You are about to learn 24 of the most effective closing techniques ever discovered. PLUS the 24 proved-effective closing techniquesand many other insights from America's top sales expert. And you can share it with your entire sales force. Why the Close Is Difficult The moment of closing is always difficult. Four Questions for Qualifying To qualify effectively, you have to find the answers to four questions. One of Murphy's Laws is that "before you do anything, you have to do something else first." Before you close the sale, you have to do several other things first. In some products, especially in real estate, the close is largely determined by how well you present the product to the prospect. Another was developed by a team of psychologists at a cost of \$250,000. When the prospect says, "No I don't think so," you must be able to just let it roll off your back like water off a duck's back. What this means is that the most effective sales people know their product, they believe in their product, and love their product. Every one of us has been in a situation where we have walked into a store or onto a used car lot, and somebody comes up and says, "Why don't you take it?" Or "Are you going to buy it today?" They try to close you without ever asking you what it is you want or what you need. One of the key factors in successful selling is to be prepared to hear a no and continue. The fail-safe way to overcome the fear of rejection. 51 percent of all closing effectiveness comes from your enthusiasm, your excitement about your product or service. Most of the most successful sales people in America were at one time shy, insecure, and clumsy at selling. He experiences the fear of failure. They forget to qualify. Confidence in selling comes from knowledge, it comes from practice, it comes from experience, and it comes from believing that the product can do what you say that the product will do. It is the fear of the prospect saying "no." Each of us, deep down inside, has a fear of being told "no", a fear of being rejected.

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