



Consultative Closing: Simple Steps That Build Relationships and Win Even the Toughest Sale

Greg Bennett

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Traditionally strategies for closing sales have involved pressuring customers, countering their stalling tactics, and overcoming their objections -- behaviors that run in direct opposition to the philosophy of the consultative salesperson. On the other hand, consultative salespeople, afraid of damaging the relationship they've nurtured by appearing too aggressive, hope the deal will close itself -- something which rarely, if ever, happens. Consultative Closing provides the solution, breaking up the closing process into small, actionable steps that help the salesperson gain gradual buy-in and establish a long-term working relationship with his or her client. The book shows readers how to:

- * recognize and address a "no" without seeming pushy
- * create a "maximization program" that shows how a product or service will address the clients' problems and maximize their return on investment
- * use visualization techniques that take clients past the moment of closing

Complete with effective closing phrases and questions, this indispensable guide gives readers the tools they need to make the sale, and keep their customers.

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