

Warning: This closing technique could change your whole life.

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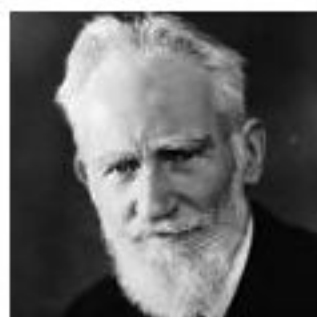
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George Bernard Shaw (Irish playwright and a co-founder of the London School of Economics) said "those who can't change their minds can't change anything."

I like his attitude, and just like with all aspects of our lives, within our careers as well we need to remain flexible and open to new ideas. Otherwise, we fall towards stagnation and don't progress as

colleagues, managers and salespeople. This flexibility should also be afforded to our clients and prospects, as it not only gives a sense of ownership over decisions but also engenders an environment of collusion and agreement.

We already know that the best salespeople are those who seek to create engagement with other people; those who realize sales is about much more than just selling a product!

When closing a sale, then, try offering alternatives.

At the point where the client is ready to buy now is the time to **hand them the power**. Give your clients a choice between two or three options and see the responses that you get. Of course you would want to ensure that you only give two or three options. Too many options could lead to confusion and uncertainty, which at the closing stage of your conversation could ruin the deal. Instead of causing confusion, give the control to your future client.

"So, would you like the blue one or the green one?" or even "would you like one box or two?"

Throughout my sales career I have found that by giving clients a choice such as this when we are both ready to close the sale has helped considerably in allowing them to inch straight over to that buying decision. But as with everything, it is all in the timing. This kind of question should only be used right at the point of closing a sale, otherwise your prospect could feel intimidated and frightened off the sale.

What's more, this particular technique of giving alternatives is not just for hitting your targets. It is so powerful that it works just as well in your home life as it does with prospect clients. Take, for example, my favorite closing line for an 8 year old child... "Would you like to do the washing up before you have dessert or afterwards?"

Please share your technique in giving alternatives.....

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