



The CONNECTION™

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Suggest the next step

Many sales professionals give great proposals, answer a prospect's questions, and then leave it up to the prospect to suggest the sale is closed. Many of us have let opportunities slip through our fingers because we're afraid of looking like we're "closing too hard."

Change your mind-set a bit by looking at the close as an inevitable next step. After all, if you've handled all their questions ("what else can I tell you?"), know everything you can know about the deal ("Is there anything else I need to know?"), and isolated the objection ("Is there anything else standing in the way of our doing business?"), suggest the next step. It might be a future meeting, but it could also be as simple as saying, "If there's nothing else standing in the way, let's do this."

If you've determined there's nothing standing in the way, the order is the next logical step.

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