



Getting To Yes – Closing The Deal Without Manipulating

Many professionals are afraid to ask their clients to buy. They cannot “close the deal.” This is a terrible statement. But a lot of professionals don’t ask for the business. The main reasons are;

- The fear of the client saying “No.”
- The risk of “offending” the client by appearing pushy.
- They don’t know how to guide the sales process to closure.

In order to become a better professional and get more business, you have to become more adept at closing business. The term “closing business” has gotten somewhat of a bad rap over the past years. The term “closing” has a subliminal meaning of trickery and manipulation to many people.

However, closing business is a natural, progressive, movement toward getting the prospect what he or she needs. The best way to overcome any fear of closing is realize this simple truth; the prospect has a problem that you and your solution can solve. It is not manipulation. They need you. Once you progress to the point that you know you can address the prospect’s needs, you can ask some simple, “soft” or natural, progressive, questions that lead to the close

1. By what date are you looking to have this implemented (done, complete, etc)?
2. Have we addressed all the critical areas that you need to have addressed?
3. When do we need to start this project? Or; when can we begin this project?
4. What do we need to do to move forward with this project?
5. Is there anything standing in your way to authorizing a statement of work?

Getting the business is sometimes as simple as asking the prospect to take action. And getting the prospect to take action can be just the short, natural, progressive, question.

