

## Crumbling Like A Cookie When "Closing" The Deal?

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Hey there cookie.

Recently I sent out a survey to my **Divalicious subscribers** asking them what their SINGLE biggest challenge was in selling.

And whoaaaaaaaaa - I received **HUNDREDS** of answers from **all over the world**.

One of the biggest challenges that came up again and again?

**Closing.**

### Are You Crumbling Like A Cookie When "Closing" The Deal?

Hey - I've been there!

Years ago, when I first got into sales, I thought...

" Hey - I'm a **nice person**, I have a **great product/service** and I offer **amazing customer service**.

People will **buy from me** like crazy."

(have you ever had the same thought?)

Wellllll...selling doesn't work like that (which you may have already discovered)

I discovered it too. (I think that's when I had the habit of **crying in my car** every day **from all the REJECTION!**)

### The Word CLOSING Is Stale And Dry!

First of all - the word CLOSING is a **left-over word** from the Old Boys Club. Closing meant **heavy pressure** on your client, lots of phone calls and tons of volume.

The client was treated like a number and quite frankly - no one likes to be treated like that.

However, somewhere down the line you've been taught the word CLOSING with all of its nasty, "Herb Tarleck, Donald Trump" images. (If you don't know who Herb Tarleck is then I just dated myself!)

### Think Of Closing As Opening The Lid To The Cookie Jar

Look.

Wondering **WHEN** the client will buy from you?

It all starts with changing your thinking from **CLOSING to OPENING**.

**Opening a relationship** with a potential customer.

#### 4 Calorie-Free Rules To Follow:

- **Clients Don't Come Out Of The Oven Immediately.** So you think after 1 meeting, 1 phone call, 1 e-mail that they should be **pounding** down the door? **Wrong.** On average it takes **5 -9 contacts** before someone buys. **I bet you're dropping out of sight between 1-2.** (PLUS- has the customer expressed permission for you to contact them?)
- **If You Don't ASK For A Cookie - You Won't Get One.** "Closing" means **ASKING**. If you don't ask for the business, or give too much away at the beginning - then **WHY SHOULD THEY BUY** from you? Right now there are people who **WOULD BUY FROM YOU** if only you asked them!
- **Know When And What They Want From The Bakery.** Do you know your **client's needs and wants**? Do you know if they are even a **good fit** for you? Do you know if they have a sense of urgency for purchasing your product or service?
- **Don't Cry Over Spilled Milk.** So the client said NO? That's OK. Why did they say NO? And also remember - a NO doesn't mean forever - it means just for now. **Don't chase your client** and think they will say YES as they won't. However, don't fall off the radar either. They aren't rejecting YOU - they just aren't convinced you're the best choice. Believe me - its different!

#### Remember Lady - Being In Sales Is About Asking For The Dough!

Here's what I believe.

If you are offering something **a client finds valuable** then you deserve to be paid for it.

That's it.

**You cannot be successful** in sales, or be successful in business if you act like the **Pillsbury Dough Boy** and hide behind insecurity and giggle a lot.

It doesn't show me that you're confident in your product or service. It doesn't show me that you're the best choice.

It just shows me that you're a **COOKIE CUTTER COPY** of everyone else.

And I **KNOW** you're NOT.

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you?