

7 QUICK WAYS THAT CAN HELP YOU CLOSE SALES IN THE AGE OF HELPING



Article by TECHNO DATA GROUP



7 Quick Ways That Can Help You Close Sales in the Age of Helping

Closing sales in the age of helping is quite difficult. The key here is to handle your deals and sales in such a way that all your prospects can simply move along steadily without being fooled. There are seven strategies enlisted in this post that will help you in your journey.





Have A Pipeline That Is Broad With Several Deals

Some of the deals that you have will go to the next month or years or maybe it will never close down. What you should do is simply accept that this is reality and it happens to all sales persons. A smart way using which you can understand the pipeline is by managing all your prospects. In case your prospects have to start a little late from the date that has been given to them and the break that they are taking is very short, it is okay but always remembers that you should not forecast on the basis of hopes that you have already. You should be specific when one of your deals has been passed on to next month with a particular date or time and a follow up along with it. There is always a big difference between “we will begin next month” and “we will making the payment link somewhere around the 19th of December”





Only Give Time To Those Prospects You Can Give You Real Time

Good prospects will always have good business plans. What you should do is formulate one that is good. Both are important for a good purchase so your priority here should be looking for a good business plan. It is always a bad idea to spend time trying to make them go through the whole sales process and then by the end of it, you get to know that the person is not even good enough to buy it. But only because some of your prospects do not really agree with the plan it does not mean that there is not any. Most good salespeople can get really deep just to see if a nuisance at this point is caused by some kind of underlying problem that will show its results on its way.





Understand The Stage Of The Prospect

Every buyer goes through three important stages of his life namely awareness, consideration and decision. There are three modes that come with this: education, purchasing and finally evaluation. If you look at all your prospects as if you are currently in the mode of purchasing and would try to close them in an aggressive manner, then all you will do is waste your time. What you should do instead is trying and learns how to diagnose the stage you should have your prospect in. And just in case they are not ready to buy, then you make them work in marketing instead of sales. Try to send information to them and then provide a few resources that are free so that they can come to you with a few questions. You should speak to them, keep in touch with them and also keep checking for progress.





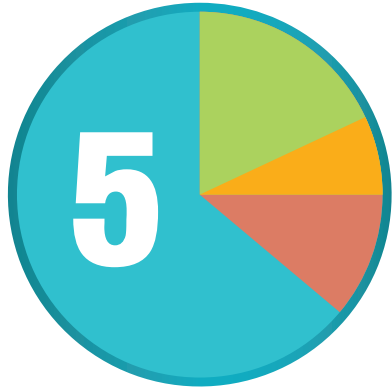
Come Up With A Buying Plan That Has The Needs Of The Prospect In Mind

There are prospects who don't remember that their journey does not come to an end if they haven't been able to purchase yet. In fact, work for these guys has only started. And in order to help these guys understand this you have to come up with techniques that are good so that you can keep them attracted in order to see the results soon enough.



TECHNO DATA GROUP
YOUR GROWTH PARTNER

(302) 268 6889 | sales@technodatagroup.com | www.technodatagroup.com



Look For Curveballs

There will be times when some of the deals you have shall get delayed and they will fall altogether. You will not be able to do anything about situations like these. What you should do is understand that there are some who will be irrational and will allow life to just get in the way. You will have deals that will be delayed due to several car accidents as well as vacations that are planned last minute along with illness. You will begin to experience all of those things as well. The point here is not to get emotional at all. You should react in a very calm manner and keep working so that you don't end up feel like you are being attacked.





Try To Be Comfortable While Firing

You should always know when you should say when. You can offer any prospect but what is the use of wasting time on something that does not exist and will be too hard. There are so many prospects that just will not be able to pull the trigger. Some point later you simply have to realize that most prospects are not going to buy some of your sales processes when they are not ready and you should always wait for the right people to come.





Always Ask Customers

Who Are Happy For Referrals

Bad actions will always destroy your reputation. So if you aren't presenting yourself well and not showing enough professionalism, it could have a very bad effect on your sales in general. It doesn't matter if you have to ask your customers to write down a recommendation for you on LinkedIn or serve some of these references for prospects or even blogging about the kind of product.

At the end of the day, sales are very similar to dating. You will have to search for a prospect who you think has a good fit with you and after that you can close the deal. But if you can get hold of a prospect that is not ready for you at the moment, you still are left with a choice. You can try and force the relationship or could go through a bad breakup. Ultimately you will be left with the person that you care about who is talking bad about you. Or could just accept that this is all about timing and it will soon be taken care of.



About Us

Techno Data Group is b2b marketing firm in Wilmington, Delaware focusing on business success. Our solutions comprise of complete database marketing solutions, market research insights and marketing services that secure your business with relevant leads to drive your business forward to achieve sustainable growth.

We work with some of the world's leading brands and Fortune 500 companies. We are proud to say that we are their preferred database partners.

Contact Information:

(302) 268 6889 | sales@technodatagroup.com



TECHNO DATA GROUP
YOUR GROWTH PARTNER

(302) 268 6889 | sales@technodatagroup.com | www.technodatagroup.com