

## Closing the Sale

Most small business owners get a little nervous going for the sales close; it's common. Choose a closing style that feels authentic and is effective. It will pay dividends.

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### Ideas

Here are a few different sales closing techniques tips to consider. They assume you have determined the prospective client is someone you'd like to work with.

#### 1. Checklist Close

Brilliant if you had previously described each step to be completed before you landed the client.

*"Here's the good news. We've completed the process we discussed when we first met. (Describe each of the steps to remind them). Are you ready to move forward?"*

#### 2. Level Set Close

Ideal for ensuring you and the prospective client are both seeing this relationship similarly.

*"What would you envision success looks and feels like? (Are their expectations doable?) Great, we're both on the same page. Let's go over the client agreement now. Sound good?"*

#### 3. Direct Close

This is perfect for the types of prospects who appreciate directness.

*"Is there anything that would preclude us from working together?"*

Practice your chosen style. Soon you'll feel a behavior change. Closing sales become less stressful, more natural. Evaluate the effectiveness of this new approach. Are you closing new sales? How do you feel?

Eventually, a transformation will occur without realizing it. You'll be a prolific closer. OK, maybe that's a reach, but you'll improve this important skill.

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