

## Salespeople with Weak Closing Skills

It can be frustrating to work with salespeople who are hesitant to ask for the business, as this hinders their ability to close deals and achieve sales targets.

Here are a few things you can try to help them overcome this issue:

1. Provide training and coaching on effective sales techniques, including how to ask for the business.
2. Encourage them to practice their sales pitch and ask for the business in a low-stakes environment, such as with a colleague or in a mock sales call.
3. Help them identify and overcome any underlying fears or concerns they may have about asking for the business. This could include fear of rejection or anxiety about the potential consequences of a no.
4. Encourage them to focus on the value they are offering the customer and the benefits of making a purchase. This can help them feel more confident in their pitch and more comfortable asking for the business.
5. Provide positive reinforcement and recognition for those who are successful at asking for the business and closing deals. This can help build their confidence and encourage them to continue asking for the business in the future.

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