

**You Know How to Market, Do You Know  
How to Close the Sale?**

by  
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**Short Description of the Presentation:**

It's amazing how many business owners know how to market their products and services but don't know how to close the sale. This presentation will offer dozens of "practical" suggestions on how to close more sales, more consistently, for higher profits.

**Practical Tips to Help Close Sales**

- Know the impact you bring to the client
- Slow down by spending time with the client
- Tell stories
- Stop trying to close, focus on problem solving

**Rules for Closing**

- Provide a "written" proposal
- Be seated if at all possible
- Communicate clearly
- Ask for the sale
- Be positive
- Leave with some kind of a yes
- Offer options to say yes
- Create "legitimate" scarcity
- Don't lose the sale before you walk in the door
- Three strikes and you are out!

