

8 Easy Tips for Improving Your Close Ratio

Description

Sell more prospects and increase your close ratio with these 8 easy tips from BDU!

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8 EASY TIPS FOR IMPROVING YOUR CLOSE RATIO

Increase the number of proposals you convert to sales with these tips from BDU!

1 UNCOVER KEY INFORMATION

Find out important information, such as your prospect's timeline and criteria for making a decision, who the decision-makers are and other alternatives they're considering.

2 DETERMINE HOW TO HELP

The key to sales success is figuring out how your product or services can help. Uncover key hot buttons to determine what problems to solve.

3 YOUR PROPOSAL SHOULD READ LIKE AN AGREEMENT

There should be no surprises. Your prospect should know exactly what will be in it before they see it.

4 PRESENT PROPOSALS AND SOLUTIONS IN PERSON

Don't email it. If your prospect is remote, try GoToMeeting or even Skype to review the agreement.

5 INCLUDE ALL DECISION-MAKERS

When reviewing the proposal, make sure all of the decision-makers are in the room.

6 UNCOVER AND OVERCOME OBJECTIONS

Learn their objections and overcome them (there are many techniques available).

7 AT THE END OF THE PROPOSAL, CLOSE

Ask for their business, or even ask "Based on what we just reviewed, is there any reason you wouldn't move forward?"

8 SET NEXT STEPS

Always schedule your follow up on the calendar.



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