



Inspiring A Professional Sales Attitude

Sales Motivational Keynote

**Developed and presented by RAY PATTERSON
Sales trainer and conference speaker.**

Talk title.

“Closing – Don’t be afraid to ask for the business!”

Audience.

This talk is suitable for anyone in sales. (Salespeople, Sales Managers, Sales Directors, CEO’s, Company Owners, and anyone responsible for driving sales)

Talk outline.

60 minutes.

One of the most common problems I come across when going on appointments with salespeople is their resistance to closing, asking for the business.

Salespeople love talking, they love meeting with customers, and they love presenting, but that’s usually where it ends.

There is an underlying fear to complete the process and ask for the business!

The difference between asking for the business and waiting for the customer to say “We’ll take it” is the difference between being a professional and being an amateur.

Closing is a call to action; it’s getting the customer to give you a commitment to doing business with you.

Closing converts all the interest generated in your presentation into ACTION!

It’s helping customers make decisions to move forward. Once the customer has made the decision to buy, they can “Tick that off their list”.

There is a difference between being “Pushy” and being confident.

2.

If you truly believe that the customer will be better off by using your product or service, then you have an obligation as a Sales Professional to get them to buy.

A salesperson only comes across as being "Pushy" when they don't use the correct wording and don't follow a sales process.

If you ever feel like the customer is messing you around, they are!

As soon as you become serious about selling, when you start closing, they will they become serious about buying.

Closing is letting the customer know that you are serious about what you are doing and are there to do business

You can't be embarrassed or apologetic about being a salesperson.

Change your mind-set.

Closing is not being manipulative or forceful, it is helping customers to make decisions that will be good for them.

You are helping them to grow and improve their business.

You are "Being of service".

If you don't close everyone loses. You, the customer, your company and your family

Don't be afraid to ask for the businesses, as a sales professional it's part of your job!!!

Your company does not pay you to visit your customers; they pay you to sell their products / services!

They pay you to CLOSE!

In this talk Ray will show you how to overcome the fear of closing by understanding that Closing is not being manipulative or forceful but rather helping customers to make the buying decision.

Ray will give you a few tips and techniques that you can take away and start using immediately to become better at asking for the business!

NOTHING EVER HAPPENS UNTIL A SALESPERSON SELLS SOMETHING!!!

3.

Ray is a dynamic and passionate Sales Trainer and Conference Speaker with a lifetime's experience in Sales and Sales Management.

Everything Ray speaks about when delivering his presentations comes from personal knowledge and experience and not internet research.

Ray believes that salespeople can only be successful in the selling situation, when they are face to face with their customers, if they are really enthusiastic and excited about what they are doing.



(R) RESPONSIBLE

(A) ACCOUNTABLE

(P) PROUD

076 565 2228

ray@raypatterson.co.za

www.raypatterson.co.za
