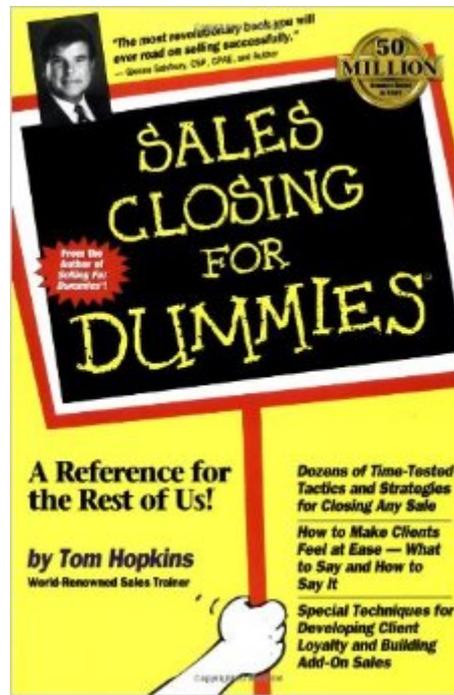


The book was found

# Sales Closing For Dummies



## Synopsis

Without the close, there is no sale. Pretty obvious, right? Yet, for many salespeople, closing is the most baffling and elusive part of the selling process. All too often, salespeople meet qualified clients and charm them with an eloquent presentation, only to see the sale mysteriously slip from between their fingers in the end. Which is sad when you consider all the hard work—the prospecting, preparation, planning, and practice—done for the sake of a moment of truth that never arrives. Fortunately, closing is an art that can be mastered, and now *Sales Closing For Dummies* shows you how. Packed with powerful principles that can help you become a top-producing salesperson, *Sales Closing For Dummies* is the ultimate guide to mastering that most mysterious part of the selling equation. Tom Hopkins, the legendary sales genius who, by age 30 was the nation's leading real-estate trainer, demystifies closing and shows what it takes to be a champion closer, including how to:

- Lead a sale without being pushy
- Read the signs of an interested potential buyer
- Use questioning methods that close sales, time and again
- Help clients feel good about their buying decisions
- Keep your clients' business and build their loyalty
- Build long-term relationships and watch your sales grow

With the help of dozens of real-life examples from a wide cross section of industries, Tom shows why professional selling is about communication, not coercion. And he shares his considerable insight and experience on:

- Verbal and visual buying cues and how to recognize them
- Choosing the best location for closing
- Addressing concerns and creating a sense of urgency
- Time-tested tactics and strategies for ending customer procrastination, overcoming their fear, closing from a distance, and more
- The ten biggest closing mistakes and how to avoid them
- Add-on selling and other ways of getting your clients to help you to build your business

Featuring Tom's Hopkins trademark "Red Flag" key points and situation scripts, this fun, easy-to-understand guide arms you with the hands-on tools and techniques you'll need to become a world-class closer.

## Book Information

Paperback: 288 pages

Publisher: For Dummies; 1 edition (April 21, 1998)

Language: English

ISBN-10: 0764550632

ISBN-13: 978-0764550638

Product Dimensions: 5.6 x 0.6 x 8.5 inches

Shipping Weight: 10.6 ounces (View shipping rates and policies)

Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (14 customer reviews)

Best Sellers Rank: #153,171 in Books (See Top 100 in Books) #33 in [Books > Business & Money > Real Estate > Sales](#) #158 in [Books > Business & Money > Real Estate > Buying & Selling Homes](#) #299 in [Books > Business & Money > Marketing & Sales > Advertising](#)

## Customer Reviews

I've been involved in sales for over fifteen years and I have yet to see another speaker/author come this close to perfecting and teaching the sales process. There are many other fine teachers, but Tom Hopkins seems to be the easiest to understand and the easiest to follow - even for the newest of my salespeople. And since he applies his disciplines to all industries, this may be the only sales guide you need - what a way to clean up that library! Truly a fine compilation of the best sales closings and how to use them.

I've been in Real Estate sales for just over a year. This is my first "sales" job so I was looking for something to help me with my closing skills. After reading the first 10 chapters of this book, I picked up several techniques and ideas from Tom's strategies that helped me. They helped me so much in fact, that I got two listings in one week! The commission on those two listings totaled \$20,610! If I could recommend any sales book for a beginning sales person, or an experienced sales person that just needs some new ideas, this would be it!!!

I found this book to be very helpful. I have been selling for a long time and have been through numerous sales training programs. This book, however, is a back to the basics refresher any sales pro can benefit from. I carry it in the car and refer to it often, by doing this it keeps me thinking of the sales process. Often I think I have walked in to a sales appointment cold, and not at my best. Now I refer to this book just before an appointment and it makes me feel engaged in my objective. I highly recommend this book because it is a very easy reference tool that can help you stay on course or correct something in your approach that could cost you a sale. Get this book, get the sales you need.

Sales has never been my forte', and I ended up in a Call Center job doing sales (or at least trying to) and I bought this book hoping to gain an edge. It didn't work for me, but maybe it will be helpful for someone else. Like I said, Sales is not my forte'.

A great place to start your sales career journey. It has some great information that is organized well. I even bought it used and there were only a few underlines and notes in the margin, but I have slowly filled it up with all my highlights and notes. I would recommend this book for anyone looking to start in sales or brush up on some sales skills.

Seems reasonably concise and is organized in a logical manner. It helps to have read the previous book which I believe was "Sales for Dummies." Some of the things I learned are helping me to close a higher rate of opportunities.

Good stuff, especially if you are a newbie. I've been in sales for a long time, and I'm getting stuff from it.

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Sales: A Beginners Guide to Master Simple Sales Techniques and Increase Sales (sales, best tips, sales tools, sales strategy, close the deal, business ... sales techniques, sales tools Book 1) Secrets of a Master Closer: A Simpler, Easier, and Faster Way to Sell Anything to Anyone, Anytime, Anywhere: (Sales, Sales Training, Sales Book, Sales Techniques, Sales Tips, Sales Management) 7 STEPS to SALES SCRIPTS for B2B APPOINTMENT SETTING. Creating Cold Calling Phone Scripts for Business to Business Selling, Lead Generation and Sales Closing. A Primer for Appointment Setters. Overcoming Top Sales Objections: How to Handle the Most Difficult Sales Objections to Closing a Sale, Made for Success Sales Closing For Dummies Follow Up and Following Through in Car Sales - Salesperson and Sales Management Advice Book: Technique Guide on How to Overcome Objections and Close Deals Over the Phone (Outbound Sales Call) Cold Calling for Women: Opening Doors and Closing Sales Kiss, Bow, or Shake Hands, Sales and Marketing: The Essential Cultural Guide\_From Presentations and Promotions to Communicating and Closing The Psychology of Selling: The Art of Closing Sales Close That Sale!: The 24 Best Sales Closing Techniques Ever Discovered The Sales Mastery Academy: The Selling Difference - From Prospecting to Closing (Made for Success Collection) (Made for Success Collections) The Sales Development Playbook: Build Repeatable Pipeline and Accelerate Growth with Inside Sales Vacation Ownership Sales Training: The One-on-One Successful Training Guide for the First Year of Timeshare Sales ASAP Accelerated Sales Action Plan: Professional Sales Agent Version Life Insurance Sales Ammo: What To Say In Every Life Insurance Sales Situation The Sales Playbook: for Hyper Sales Growth Technical Sales Tips: Time Tested Advice for Sales Engineers, Technical Account Managers and Systems Consultants Stephan Schiffman's Telesales: America's #1

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