

5 Simple Tips That Close Deals

Deals are often won or lost on how well you've connected personally with your customer. Try these 5 tips to make that human connection and get the deal.

- Tip 1** Get yourself excited and knowledgeable about what you're selling. When you combine your excitement and product knowledge and show that you really care about what you're selling, you automatically attract a willing buyer.
- Tip 2** Be "easy to buy from". Unnecessary complexity only slows down getting your deal. Your customers usually know what they're after. They're not interested in detailed sales pitches. Work with them to confirm they're on the right track or help them figure out what they really need if they aren't. Then you can show and sell your solution. This keeps the whole buying process simple and quick. Now you're "easy to buy from".
- Tip 3** Work to really understand your customer's human side. Learn as much as you can about them personally ... their attitudes, likes and dislikes, as well as their specific needs, wants and requirements. When you take the time to learn about your customers and what they really want, you'll get buying commitments a whole lot faster.
- Tip 4** Make your customer feel important and special. This is the natural outcome of really understanding them as people. Show your customers they're special: call them by name, remember their likes and dislikes, recall what's important from your last interaction and most importantly listen actively to their questions and provide them with knowledgeable answers.
- Tip 5** Show your customers all the personal benefits and value they'll get and enjoy from making their buying decision with you. This makes the whole buying process and experience a positive and memorable one for your customers.

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