

business. Some needs are complicated. Some are complex projects. Some require quotes from manufacturers. And, if your situation is truly one of those situations, you are excused from this comment. That said, too many of you are not excused; you have the tools, price sheets, etc., available to you to quote price and, yet, when the customer asks “How much?,” you immediately retreat to the Batcave to develop the magic proposal. Why? If you have the tools, quote the price. Because if you do not quote the price, you cannot close. Which leads us to ...

(5) Being unwilling to seek commitment: Notice that I did not say “being unwilling to close the sale.” Not every appointment can end with a closed sale, but every appointment should end with a commitment for a next step. If you can close (i.e., you have identified needs, presented and proposed), then by all means, ask the closing question. If you really do have to

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continue the sales process in another appointment, then set the next appointment right then and there. If you do not, you have no one to blame but yourself for the customer losing interest.

Don't get me wrong — many, if not most, sales will not be closed in one call. However, by being prepared, you can shorten the sales cycle without annoying your customer. ■

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