

When I ask my team what is hanging them up most about getting sales, it's the closing part. People seem to be able to talk about their business easily, but closing the sale trips them up. If you've ever felt awkward or salesy, I've got 6 easy things you can do to improve your closing rate!

6 ways to make sure your next sale closes



Find common ground between you and your customer to build trust.



Have a great hook and use it to find out what's important to your customer.



Talk about your flagship product or your best feature right away.



Be counterintuitive by mentioning your customer's obstacles and turning them positive.



Don't mention your competition. Ever. Answer questions if you need to, but don't bring them up.



Take advantage of FOMO to create a sense of urgency and increase your chances of an impulse buy.

If you liked this and want more tips about sales & business, check out my new podcast at bossuppodcast.com!

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