

*7 Ways to* **CLOSE**  
**MORE SALES**  
With Confidence

**Vicki Fitch**

**CONFIDENCE**



**Congratulations!** I'm excited that you have taken the opportunity to build your business in a new way with more opportunities available to you! If you are reading this, you are either in business or you realize that life is about selling, no matter what you do. You are "selling" yourself as an expert in your field or as a competent parent or student or volunteer. From a very young age, we realize the world revolves around relationships and although we transition through stages, we are always "selling" ourselves to make a good impression and to create alliances with others. This guidebook will help you become more confident not only in monetizing more sales but in confidently presenting yourself in all circumstances; which in itself is one of the most valuable things I can offer you.

If you were a shy child or find yourself feeling a bit more reserved than you want to, this guidebook will impact your life by giving you the stepping stones to practice and develop a confidence from within. If you have always had what my mom called "The Gift of Gab", you are probably already getting in the proverbial door but want to increase your closing percentage and the amount of referrals you receive so your sales will increase with less effort needed. With more than 20 years of experience in sales and being a top producer internationally in my industry, you can expect to see a change in your bottom line when you implement these strategies. You will be closing more sales with confidence before you know it.

The actual first step, starts with BELIEVING you CAN! You've taken the first step, so read on and let's change your world and help you start closing more sales, building stronger relationships, getting more referrals and making more money! It is a beautiful day when you can incorporate cultivating relationships, increasing your profitability and building your confidence and it only gets better from here.

Enjoy your journey!

Vicki

# 7 Ways to Close More Sales With Confidence

## #1 Make Great Eye Contact

This particular item is glossed over by many people because they don't realize the power and impact of the eyes. They are said to be the "window to the soul" and they are definitely a doorway to the wallet 😊 All kidding aside, your ability to look in the eyes of a potential client gives both of you the opportunity to connect and without that connection, customers are much less likely to do business with you.

Think about the people you do business with. If their eyes dart back and forth, are constantly looking at the floor or casually glance up at you and flutter off to something else, do you feel they are confident or unsteady? Do you feel secure in the relationship you are building or does it leave you with a feeling of uneasiness? The eyes are a great communicator and they will convey confidence and security or fear and timidity and closing sales requires the former.



So what can you do to prepare yourself if you are uncomfortable? Practice in the mirror. As you extend your hand for the introductory handshake, look into your eyes and practice meeting your own eyes there. Try to show warmth, integrity and honesty. Practice with your family and then your friends. You don't have to tell them you are practicing but watch the difference in reactions and in your relationships when you work on connecting with the eyes. Next practice while you are out and about. When you are in the grocery store, practice making eye contact with people you pass by. Say "Hello" while looking them in the eyes. They will smile and feel valued and you will feel empowered.

Continue on with the sales clerk that rings up your order and ask how they are doing. Make eye contact and casual conversation. The more you practice, the more confident you will become and it will be an easy transition when you are closing a transaction that brings monetary value to you and your family.

By now you probably realize that even when you are at the grocery store, you are selling. You are selling yourself... as an upstanding citizen, a caring person, a friendly face. People are deciding when they meet you if they trust you and if they enjoyed the encounter with you no matter how brief or how long it is. You ultimately have a lot of control over the outcome based on your ability and willingness to connect. You should remind yourself while practicing that EVERYONE is a potential customer or referral source for you. It doesn't matter what field you are in. If you sell jewelry it might be more obvious to you than if you are a rocket scientist but the cashier may be the daughter of the head of NASA!

Practice with everyone and soon it will become second nature to you which should be your intention. The faster you get the simple things in "auto pilot" where they are instinctive and you no longer need to think about them anymore, the faster you will increase your closing percentage and will start having other people refer you in for some "slam dunk" sales because your reputation will precede you. When people trust you, they will refer you to others who will in turn, do the same.

So don't let this idea go to waste... look around you right now and find someone to practice on. If no one is around, look in the mirror and practice connecting with YOU. You are your most powerful asset so work on perfecting genuine eye contact. It will make all the difference in the world.

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## #2 Develop a Powerful Voice

Most everyone is familiar with the hit TV Show, The Voice. The contestants come out on stage to a panel of judges who are turned around and are unable to see the potential superstar. The only attribute they have access to, is the actual "voice" itself. They make judgments within 90 seconds and sometimes much sooner. Now obviously they are specifically waiting to hear particular qualities they are looking for, but they are also very aware of qualities that are less appealing. For example if the singer is off key, wavering in tone, stumbling on their words, etc. they may be rejected even if they are dynamic and have tremendous potential. We are conditioned to make decisions in a fairly short period of time so we must be sure that every encounter leaves a lasting **positive** impression with everyone we meet.

When we are on the phone, which is usually where our selling process starts, it is quite similar to "The Voice" stage. Since our potential customer or client is on the other end of the line, it is like their backs are turned to us. They have to use the only filter available to them which is listening to your voice to decide if they think you are friendly, honest, respectful and worthy of getting some of their valuable time. Your voice needs to reflect confidence and kindness with everyone that you speak to. A secretary, receptionist or assistant, family member or spouse has more power than you might think. You should always treat them with dignity and respect but if your voice is monotone and blunt your call or message may never make it to the intended person.



## Be aware of the 4 C's

1. **Cadence** – Your cadence is the modulation and/or inflection in your voice. A monotone voice suggests you lack empathy and consideration for others so it is important that your voice appropriately adjusts intonation to reflect your desire to work with the customer.
2. **Clarity** – It is important that you are clear about what information you are providing or asking for. If you are on the phone and want an appointment you need to be specific and tactfully get to the point and ask for a meeting. If you are in person, you need to have your presentation ready and deliver it with precision so the client is clear about what the benefits of your product or service are to them or the organization.
3. **Compassion** – Understanding the needs of your customer and how you can help them is critical. Conveying that concern and your desire to help find a solution is paramount to your success. Often times in sales it is our responsibility to help a potential customer see the solution to a problem they may not have been aware existed.
4. **Confidence** – The first key to closing sales is **believing** in your product or service. (If you don't you should find a product or service that you truly believe in.) When you believe that what you are offering your customer is a good solution for them, you can focus your attention and presentation on the benefits to their organization or to their personal needs. Your confidence should never be tied to the outcome of the transaction. You cannot control the ultimate decision of others but you can continue to work on your craft by becoming an expert in your field. When you know you provided them with all pertinent information so they could make an informed decision, your confidence will always remain intact.

Obviously many of your interactions will be in person instead of on the phone but the 4 C's of Cadence, Clarity, Compassion and Confidence apply in any circumstance.

Want to know how you are doing? Test your C's – Record yourself in personal and business conversations today. (Even if you are on the phone) then listen back at the end of the day and see if you passed the test of the 4 C's.

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## #3 Ask the Right Questions

There is a skill to asking questions and it seems to be a lost art in the sales industry today. No one likes to be interrogated and yet, everyone likes to talk about themselves. Finding out what makes them special, what they need or what they want can make you a hero. People can leave a conversation thinking very highly of you even without you sharing anything about yourself. By asking them about themselves, it sets a tone of you caring and gives them an open door for sharing. They may talk to you for an hour or more without ever realizing they know absolutely nothing about you but they instantly like you because of how you made them feel.

Your intentions should always be honorable when asking questions. The first thing you want to do is build a relationship and that means getting to know someone. As you build rapport with people, things will come up in conversation where you can weave in solutions to the things they have brought to your attention. It gives you an open door at the appropriate time to provide them information, ask for an appointment or even just remind them that you have a solution for "that" which

often subconsciously encourages them to ask you about your company, product or service. (The key here is not to pounce! Continue with the 4 C's and be sure to set up a follow up appointment if you are not in a setting that is appropriate to complete your possible transaction.) As you become familiar with the challenges your new associate is experiencing, you will be poised to assist with additional products or services in the future and will develop a long term



relationship with your client. They will be sure to refer you to others experiencing the same challenges they are.

**Bonus TIP:** If you have an appointment set up, make a list of questions in advance to help you stay confident that you won't forget things while they are talking. If you think of something else to ask them, write it down on your list so you will remember without interrupting their train of thought. No one enjoys being interrupted and if you are worried about the next question you will ask, your mind is pre-occupied with that unvoiced thought and you won't really be able to listen to what they are saying.

Take notes as well, it will make them feel valued and heard and you will feel more confident when you review their needs that you know what they shared with you.

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## #4 Find a Solution to Their Problems

Be a Problem Solver! The most attractive thing about someone in sales is being a problem solver. Analyze your client's situation and offer them multiple solutions with your products or services for them to evaluate. People don't like to be "sold" but they do enjoy resolving their problems and problems can take on a myriad of different looks. For instance if you sell vitamins and your client has mentioned they are always tired, you are offering a solution by providing a sample and a testimonial about your product.

In the Business to Business (B2B) arena your products may have the ability to save your prospect time and money which will make you a valuable resource.

When you are selling to the consumer or the end user; for instance if you are in the Direct Sales industry, your product is most often considered by your customer as a "want" not a "need". Your sale will be contingent on your ability to create enough interest or desire that the client will act and purchase your product. Or the ability for you to help them see your product as something that falls into the "need" category. It is easier for people to justify a purchase that they truly need; such as medical equipment, than it is for them to justify a "want" like the "Coffee of the Month Club". Your job is to help outline enough benefits of your product or service that your customer feels excited or compelled to invest in your solution. For example: If you sell a special coffee that promotes health benefits and can heal an existing problem your customer has, you have changed your potential customer's opinion about your product. They can now confidently change your product into the "need" category and you have an open door to close your sale.



The average consumer doesn't like to be "sold" but they do like to buy. It is well documented that purchasing new things gives a psychological high because the body releases endorphins which make us happier. It is proven that the better the deal we get, the more endorphins that flood the brain so basically you are giving your customer a **legal high** by providing the "perfect storm" of

1. Finding the best solution available for their concern
2. Helping them identify your product as a "need"
3. Making sure they are getting the best deal available

Your customer feels valued and appreciated, their needs are being met and they get to feel the endorphins rush as they close the transaction with you. This customer is excited and poised to share your information with others. So how do we get our customers to this frenzied endorphin rich state? We need to overcome any objections that are holding them back and then ask for the order, so let's move on to Overcoming Objections as the next step in your journey towards Closing More Sales with Confidence!

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## #5 Overcome Sales Objections

Here we come to one of the biggest stumbling blocks in the sales industry. We are knowledgeable in our products and prices, we have studied our customer's needs and asked all the right questions. We have helped them see our product as something they "Need" and want to own... but they haven't crossed over to the elated, endorphin wielding buyer we were hoping for. What is next? We need them to cross The Gap.

The Gap is the area between what they want to do and what they are prepared to do. These are their objections. Objections are the concerns that are stopping them from committing to purchasing your product or service.

Your mission is to identify these unknown hijackers and build a bridge over The Gap to Endorphin-ville.

My favorite way to do that is by asking a simple question: "So on a scale of 1-10, 1 being "Not at all ready" and 10 being "Let's do the paperwork", where would you say you are today?"

Then **BE QUIET**. This is a critical step in the process especially if you are new to sales or nervous about the transaction or the price point. The tendency of someone who is new or nervous is to fill the silence with chatter which may not only talk you out of the sale, but eliminates the building block of information you need to regain your footing, since your prospect never fully processed their answer. Silence, although uncomfortable for some, is golden when you are looking for answers. When you ask a question, the brain starts to form an opinion and an answer. It is an



autonomic reaction and it can be your best friend by giving you all the information you need to fill The Gap and close your sale. My recommendation for you, if you know this is an issue is to literally “bite your tongue”, not to the point of hurting yourself but as a simple reminder that you need to allow the silence as a way to assist your customer. To be polite and allow the person you asked the question, to ponder and answer appropriately speaks volumes about your ability as a salesperson and will show your buyer you are in tune with their needs.

You will receive different answers from each client and many will surprise you. The customer that has been agreeing with everything you said and you are sure is a 9 or 10 tells you they are a 2. Or the person who has been negative throughout your presentation will say they are an 8, 9 or 10! This question takes the guesswork out of you being a professional body language reader and allows you to know exactly where your potential is. If your customer is a 10, you can proceed on to write up the paperwork and join your new pal in Endorphin-ville but for training purposes we will continue working on building our bridge.

The next steps are exactly the same no matter what number they share with you and will require the same amount of self-control. No matter what number they share, say:

“Great, thanks for sharing that with me. So I can make sure to provide you with all the necessary information for you to make an informed decision, can you tell me what is preventing you from being a 10?”

*(The upcoming reasons are their objections)*

There are many common ones such as: Time, Money, Discussion with another party, etc. Although you have likely been trained on how to answer these objections for your specific product, I caution you **NOT** to answer their objection with a statement but with a question. **Remember that their FIRST objection is likely not their REAL objection.** Take the time to “peel the onion” and figure out what it is so you can truly SERVE your clients. I use the “If I Could, Would You?” method.

Ex: If Money was the objection: “So if the resources were available and at your disposal, then would you go ahead with the order?”

If the answer is Yes, then you can continue on with your presentation and help them with the appropriate financing, budget reallocation or terms you have available. NOTE: It is also possible with the time lapse they may have wavered on why this is a "Need" instead of a "Want" and you may have to revisit and highlight the "Need" to reignite the desire to own your product. If the answer is No, or another objection, answer that with a similar "If I Could, Would You?" question until you "peel the onion" and can secure what the true objection is. Once you have done that, you need to CLOSE the sale and ASK for the order!

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## #6 Ask for the Order

What a simple concept. It seems an obvious next step for the time you've invested in this process whether it was a long time coming with multiple appointments or you met them for the first time today and they like your product or service.

The endorphin rush is right around the corner for both of you, so what is the hold up? There are several possible answers here but we are going to start with the most popular. The one I coach and train on the most.

### **FEAR ...**

Fear of rejection, Fear of being "pushy", Fear of not asking correctly, Fear of offending someone, Fear of making a mistake, Fear of not having all the answers, Fear of your price point, etc.

A good business coach or mentor can help walk you through all of these concerns and help you "re-frame" it to change your perspective, but practicing the essential skill of asking for the order is what will give you the confidence to close more sales and increase your revenue.



Although there are many types of "closing" in sales, simply ASKING for the order will produce the most immediate results for many. If you have been in the habit of being fearful you may have experienced the

“hope” method, where you are hoping someone will just recognize the value of your product or service and place an order.

Of course, this will happen sometimes but it isn't the approach you want to rely on. You want to practice perfecting your craft so you can feel like a true professional in your industry which will increase your confidence in closing more sales. Some will actually gather the courage to ask for the order but when the fear comes rushing in, they find themselves “*back peddling*”. Back peddling is when you ask for the order and in the same sentence talk your buyer out of the decision by your word choices or chatter.

For example:

“I know that you were interested in XYZ and I would love to get it here for you as quickly as possible to create the solution we discussed, *but if you aren't ready to go ahead right now, that is perfectly fine with me, I am here to serve you and in this for the long haul.*”

The *back peddling* is in italics above. We started off with identifying the customers need and a solution to their problems, offering quick service and getting them excited... and then we took it all away by removing the urgency, creating doubt and suggesting it didn't matter to us one way or the other. Subconsciously you left your potential customer wondering if waiting was somehow a better option and created a reason for them to postpone the sale, maybe indefinitely.

That is why we must practice ASKing for the order in the same manner in which we overcame their objections in Chapter 5. Ask the question and then **BE QUIET** and let them answer. So let's look at that example again

“I know that you were interested in XYZ and I would love to get it here for you as quickly as possible to create the solution we discussed and I have time to do the paperwork now if that is convenient for you.”

**This is a SUGGESTIVE CLOSE.** Since it is an implied question, it provides a buffer from what some representatives consider possible rejection. Remember that saying “No” to your product or service is NOT rejection but since that is the #1 fear of all sales people we want to craft our words to alleviate that concern as often as possible.

Your silence gives your customer the opportunity to think about your proposition and answer you with a Yes, they have time; No, they don't have time or even to offer a new objection, any of which you are prepared to handle.

Your mission is to start ASKing for the order every time and watch the change in your bottom line!

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## #7 Cultivate the Client Relationship

If you have been in the sales industry for any length of time you are probably familiar with the term "The Fortune is in the Follow Up". This is an incredibly true statement, in more ways than you may think.

I want to first remind you what follow up really means. It is to continue checking in with a potential or existing customer for life to see how you can assist them, resolve a problem, provide customer service, receive a referral or to reward, recognize and appreciate them. Do you know any salesperson that provides that? If the answer is YES, they came to mind immediately and you think highly of their professionalism. If the answer is NO that is because most people are not proficient or even adequate at follow up which leaves the opportunity for you to shine in this area and leave your customers singing your praises to others in your community.

Money is constantly being left on the table due to lack of follow up. It



is highly possible that your customer needs more of what you have, or has another problem you may be able to solve. If you have laid all the ground work and prepared your client for future business but your follow up skills lack intentionality and focus, another representative can swoop in and pick up your sales without much effort. You want to be the person picking up the wad of cash someone else left behind, not the one leaving it there.

Although we have already concluded that Follow Up starts far before the sale is actually made, we are going to focus on the follow up

AFTER the sale is made to help you cultivate a long term relationship with your customer.

We have now crossed over the bridge to Endorphin-ville where we are elated with all the successes we have had. We have stared fear in the eyes and confidently closed our sale and are now enjoying the financial reward that comes with it, but how can we take that to the next level of satisfaction for both the customer and ourselves? What steps should we take to secure the relationship and ensure that our client's think of us with all future needs? If we are to succeed in business, we need to **CULTIVATE** our relationships.

**C – Connect**

**U – Understand**

**L – Learn**

**T – Thank You**

**I – Initiate Contact**

**V – Value Their Business**

**A – Ask for Referrals**

**T – Trust**

**E – Evaluate**

**CONNECT** – Connect with your customers via social media. Facebook, Twitter, Instagram, Pinterest, etc. Show an active interest in what they or the company is doing. You will stay on top of changes in their lives or in the company that can open doors for you to provide more services for them. For example if you see a post that one of your customers or their friends is getting married and you are a photographer you can offer a free Engagement photo as a congratulations. Your customer will feel valued and you are building your reputation with others they know and may secure many referrals from this one gesture.

**UNDERSTAND** – Learn to understand your customer and their needs. If you are working with a company and the buyer needs to look like a hero to his boss and you are on the lookout for ways to do that, you will become indispensable to your buyer.

**LEARN** – Learning more about your customers or the industry they are in is a great way to connect with others in similar industries which often opens a door for you to solve similar problems with your services. If you sell a skin care product and you know your customer has eczema, when you read an article on the topic you can share what you read with her and see if you can offer additional resources to help

combat the problem. This shows your customer that you remember and you care.

**THANK YOU** – Mail a thank you to every customer, every time you can. People enjoy getting mail (that isn't a bill) and the hand written note will help them connect and think fondly of you. If appropriate, add in a gift card or a discount on their next order or if they hold an event or offer you a referral. Give them multiple reasons to remember that you are the Go-To Expert in your industry.

**INITIATE CONTACT** – I know we all get busy but it is a critical step in cultivating a long term relationship to continue initiating contact. First to see if they received their order or products and that everything is as expected. If it is, you should schedule another follow up in 30-90 days to confirm everything is still functioning properly and that they are happy with the purchase. If yes, they may place another order for themselves or for a gift. If not, do everything you can to fix it and make your customer happy. Even if it isn't your fault, if you can fix it or make it better, you should. The goodwill that this gesture will produce is more valuable than any new advertising you could start. The word of mouth accolades will more than make up for whatever you had to do.

**VALUE THE RELATIONSHIP** – Show your clients that you are not a "One & Done" kind of salesperson. Take the time to find out their birthdays and send a card or gift that recognizes these milestones. Anniversaries, Graduations, even losses. These are people we are working with and that warm and lasting feeling that someone cares is not easily taken over by another rep trying to worm their way into your relationships.

**ASK FOR REFERRALS** – Referrals are the lifeline of your business. They are an instant warm market with testimonials from trusted individuals paving the way for you to provide services to more and more people. Always acknowledge and reward these referrals with a Thank You and even a gift if appropriate. Keep this pipeline full at all times and you will find your business bursting with success without having to make cold calls ever again.

**TRUST** – Create an environment of trust for your customers. When you say you will do something, be true to your word. If you make a promise to follow up, make sure you do. There is nothing that undermines a budding relationship and a fountain of potential referrals

than someone who can't be trusted to follow through. No one feels comfortable referring someone that they aren't sure will be responsive. **EVALUATE** – Ask your customers to evaluate your products and services. Look for ways to improve and to show them you are listening to their comments, critiques and suggestions. They are your lifeline and you need to evaluate your own performance and find ways to show them that you are worthy of their business and the confidence they place in you.

**CULTIVATING** relationships with your clients is the fastest way to Close More Sales with Confidence!

It has been my pleasure to share this sales guide with you and I look forward to supporting your ongoing success.

**Need Help Confidently Closing More Sales?**

**Want to Increase Your Closing Percentage?**

**Grab Your Next BIG Bonus!**



**Set Up Your FREE  
20-Minute Personalized Phone Consultation!**

Schedule your free (no-obligation) call by emailing me at [vicki@vickifitch.com](mailto:vicki@vickifitch.com)

**I look forward to talking with you soon!**

*Vicki*