

## How To Close

Excitement is great.

Nervous excitement is destructive.

When you are at the closing stage. And you are about to ask for the close, or you asked for the close and the prospect is willing to do the deal.

NEVER get nervously excited. Or nervous. Or weird. Or weirdly too excited.

Stay professional.

I have seen this time and time again. The administrator gets soo nervously excited that there is a buyer that it gives second thoughts to the customer.

He goes like.

“Who are these people?” and “What did I get myself into?”

Stay professional. And whoever is interacting with your prospect after the close, make sure they are professional.

This is a vital point which I have seen a lot of people violate. And I have seen some prospects backing out of a close thereof.

Another thing that can ruin a close, is having too much delay between a close and the finalization of payment or product transfer into the customer’s hands.

That time between closed and finalizing the deal, can lead to a lot of thinking within the prospect. It can give rise to doubts, or uncertainties.

So keep things quick. Make sure you got a way to take the payment quickly after closing. And a way to get your product or service to the prospect's hands quickly.

Or keep the prospect busy with you instead busy with his thoughts in the meanwhile.

With that said, if you follow this rule which we just discussed. You will be a pro.

Professionals act acceptably, and quickly. Be a professional.

Good luck selling!