

# 7 helpful ways to close sales.

This infographic explores ways to help improve your sales game as you grow your business.

Different communication techniques can be applied to different situations, but the key is remembering who you're talking to, how to talk to them and when.

## 1. Be the expert.

- Go in ready, researched and prepared.
- Show, don't tell (use case study examples).
- Demonstrate how you'll solve specific problems.



**TIP:** You'll need to listen as well as sell. Show you understand their problems by asking the right questions.



## 2. Spot the decision maker.

Deliver a strong sales pitch for everyone you're talking to, but tailor it to address the individual interests of the person making the final call.



**TIP:** Speak directly to that person by showing how your product can benefit them.

## 3. Sell at the right time.

You're more likely to get a sale if there's a genuine need for your product or service. Get a feel for this and choose the right time to make an offer.



**TIP:** Focus on relationship building. Even if you don't get a sale, it allows you to follow up the lead at a later date.



## 4. Close conversations cleverly.

'Assumptive close' is a technique that wraps up the conversation by getting everyone on the same page. It's essentially asking a series of questions that everyone is likely to say 'yes' to.



**TIP:** Try recapping what you've been told at the meeting as you're framing your 'yes' questions.

## 5. Reward for fast sales.

Try getting it over the line by offering a significant discount if they pay you within a set period of time. Make sure this is clear in any terms and conditions.



**TIP:** Design pricing margins that allow you to negotiate.



## 6. Sweeten the deal.

Think about:

- Bonuses you can throw in.
- Extra value you can add.
- How to make them remember you.



**TIP:** Read the room. If they're wavering, it might be worth offering these added extras.

## 7. Stay top of mind.

- Be sensitive to busy schedules.
- Allow for consideration time.
- Time your follow-up and be gentle.



**TIP:** Personalise your communications when following up.



Applying your personal style to these sales strategies could help you carve your point of difference in the market.

You might not get them perfect the first time, but the more you apply yourself, the more you'll learn what works for you.

Head to the Westpac [Help for your business](#) hub for more practical advice on planning for growth.

Help when  
it matters

