

The Number One Mistake That Is Costing You A Mountain Of Client, Sales, & Money



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The Number One Mistake You Are Making Every Single Day That Is Costing You A Mountain Of Clients, Sales, & Money!

Ask for the sale. This may seem like this is an obvious statement. In fact, the truth is the vast majority of business owners and professionals never ask for the sale or ask for business at least not in a way that maximizes sales and profits! In this article, we'll delve into why it's important to not only ask for the sale but also how to ask for that to ensure more sales, happier clients, and higher profits for your business.

You should be the expert giving good advice and help to your clients to help them solve whatever problems with your products and services. **You should solve problems not sale products.** That said, you must not lose sight of moving your clients and potential clients through a series of steps all the way to and through the sale. In order to keep your client moving along that path you should ask questions.

Questions allow you to respond to the client's specific desires. They give you all you need to actually help that client achieve whatever goal or solve what ever problem they are faced with. Those questions will provide an atmosphere, an environment where the client is compelled to work with you, and buy your product or service.

The right way to ask for the sale is to do it in such a way that the client wants to give you their money in return for your valuable irresistible offer!

That sales path you will lead your customers down is guided by questions you will ask, one of them being the actual asking for the sale. For now, we're going to deal with the importance and the how-to's of simply asking for the sale.

So what is the right way to ask? What questions should be asked? And what about objections that are raised? Let's examine these issues regarding asking for the sale.

The First Question – What Does The Prospect Want?

Notice that I didn't ask, "what does the prospect need?" The truth is that people do not buy what they need, they buy what they want. Sales are made based on emotion backed by logic rather than the reverse. Whether you believe this or not, it is true. You must discover what your prospect truly wants. Don't forget it is not the service you provide nor the product you offer that the prospect wants. Remember the man who buys a drill does not want the drill but rather the hole that the drill makes. What does the prospect really want? Answer that and you'll

be in a position to best help the prospect and yourself by offering them precisely whatever it they want.

Be Sincere

This brings to the next key to successfully asking for a sale. Sincerity in wanting to help your prospect is key to closing the sale. In fact, if you truly do want to help the person you are working with, then this whole process really won't feel like you are selling.

Relating To The Prospect & The Second Question – What Is The Ultimate Solution?

In order to understand clearly and precisely what the ultimate solution is for your potential client, you need to be able to relate to them. By creating a comfortable relationship, prospects will be more likely to open up to you and be honest about their desires. One of the best ways to quickly relate and get to know someone is to simply ask them questions about themselves. Self is everyone's favorite subject!

Once you've successfully related to someone, they will become more comfortable with and be more willing to open up and let you in on their real desires. The best way to discover this real ultimate desire is to simply ask, what are you ultimately looking for?

Receiving Feedback

The biggest problem I hear from prospects and customers about service providers and salespeople in general is that they don't really listen to what I say or what I really need or want. **Your primary goal when communicating with potential clients is to listen to them, determine what their ultimate solution is and then let them know how your offer will give them exactly what they want.**

Watch and listen to your prospects. Look and listen for what their ultimate solution would be to the problem they have. Assess their individual situation if possible and then provide them with that exact solution to the problem. If you do this on a regular basis with your prospects, your sales percentages will skyrocket, selling will become easier, and you'll feel more confident and happier when dealing with prospects.

About The Author

Scott Cantrell travels all across the US delivering custom presentations to business associations and corporate organizations providing them the tools, techniques, and concepts to attract more clients, maintain client loyalty, and discover hidden assets they can leverage for growth and higher profitability. He also works directly with Chambers of Commerce and other associations in developing member acquisition and retention programs.

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