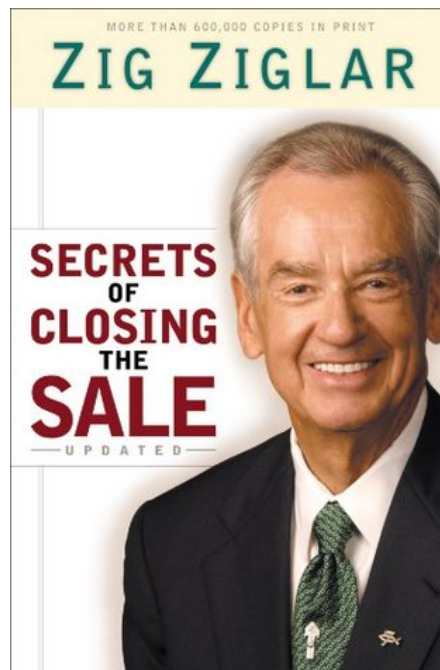




Secrets of Closing the Sale

Zig Ziglar

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Secrets of Closing the Sale Zig Ziglar

Whether presenting a product or principle, service or idea, we all engage in sales. Zig Ziglar presents winning techniques for getting a positive response and establishing dynamic relationships. Readers discover how to:

- o project warmth, enthusiasm, and integrity
- o effectively use 100 creative closes
- o increase productivity and professionalism
- o overcome the five basic reasons people will not buy
- o deal respectfully with challenging prospects

Secrets of Closing the Sale Details

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From Reader Review Secrets of Closing the Sale for online ebook

Phillip says

This is the first book I have read by Zig Ziglar. I enjoyed the book very much. The book had a lot of information and read very quickly. At times I felt like there was too much information and at over 600 pages this book does take up some time to get through.

Bett Correa-Bollhoefer says

At first I was off put by this book because it was written so long ago for a business book and because Zig can be over the top, but I forced myself to continue. I am so glad I did! I quickly realized that even though my job is not technically "sales," I sell (or fail to sell) everyday. We all do. Realizing this and then learning from the top sales man in the world will help us all go along way. We must decide to serve our customers. We must listen to them to understand what they need. We must do whatever we can to fill their need. We must believe in what we are selling. As Zig says, selling is transfer of feelings. If you don't believe in what your selling you won't sell it.

I listened to the Audio version which is performed live in front of an audience. Zig is truly one of the most inspiring speakers I've heard. I highly recommend everyone listen to the audible version. He is the master. Learn and make the world a better place!

Chad Warner says

A comprehensive guide to in-person sales techniques. Ziglar, clearly experienced, teaches through a multitude of examples. It's about in-person selling, which is different from online in some ways. But, the fundamentals of persuasion apply to any sales situation.

Ziglar is often more long-winded than necessary, but it's made more bearable by his humorous and lively writing style.

Ziglar explains that he wrote the book "to help salespeople from all walks of life be more professional and successful."

Ziglar summarizes his approach early in the book:

Learn as much as you can about your prospect and capitalize on that information. Learn how to use voice inflections, which we will thoroughly cover throughout 'Secrets.' Break the price into small segments. Optimistically sell, and be hard of hearing. Ask questions to identify the problem and lead the prospect to the decision. Find out what he needs to solve his problem, and show him how he can solve his problem with your product.

A main idea is that you must believe deeply that what you offer is in the best interests of the prospect. Then you can sincerely encourage them to buy for their benefit.

I read this because I handle sales for my web agency, OptimWise. It was recommended by Seth Godin in All Marketers are Liars.

Below are my notes.

The Psychology of Closing

Don't argue, since "it's difficult to antagonize and positively influence at the same time."

Be optimistic that your prospect can handle the purchase. Your expectancy influences the prospect's decision.

"You can sell more by asking than telling." Use the Socratic Method. Don't attempt to "tell" or "sell," since that leads the buyer to resist. By asking them questions, they won't get unhappy with you because they're giving the answers. The customer ends up persuading himself.

"If your prospect wants to invest X dollars but his needs come to X-plus dollars, then your real sale is the amount beyond what the prospect had already committed, in his own mind."

"Make it easy for them to buy." "Break it down into small amounts so your prospects can afford it." Tell them if they think about the life of the product, it only costs X per month, day, etc.

If a prospect asks for something specific and you can't provide it, offer an alternative. Often they'll be open to one.

Use your imagination (get creative) to help the prospect get what they want.

In many cases, the prospect says no because they don't know enough to say yes. Prospects who say no are actually asking for more info, so they can feel secure that they're making the right decision.

People buy when they want the item more than they want the money it costs.

When someone objects to your price, say, "The price [pause] is too high?" That forces them to defend their statement instead of you justifying the price.

Handle objections by asking, "If there were a way I could show you that the price is fair and the product worth every penny, would you take advantage of the offer today?" That helps determine if the objection is the price or something else. If they answer no, ask, "Then there must be some other reason you're hesitating. Would you mind if I ask what that reason is?"

Say, "Price is a one-time thing; cost is something you'll be concerned about as long as you have a product. Some companies can beat us on price, but we win on cost. You're obviously cost-conscious, so can you think of any reason you shouldn't immediately start enjoying the lowest cost?"

Say, "Cost can go on forever, as long as you have the product. Wouldn't it be better to pay a fair price one time than to keep paying the little costs of a product that's not as good as what I'm offering?"

Say, "We decided years ago that it'd be easier to explain price one time than to apologize for poor quality or poor service forever [pause] and I'll bet you're glad we made that decision, aren't you?"

If you can make the prospect feel about your product the way you do, they'll buy if they can come up with

the money.

You must transfer the feeling of “I believe in this product so strongly that I bought it myself.”

If you don’t honestly feel the prospect will lose out by not buying, you won’t be nearly as effective in sales.

Never confuse your situation with your prospect’s. Your wants, needs, desires, tastes, and capacity to pay have no bearing on the prospect.

The Heart of Your Sales Career

Point out the big picture cost. For example, “If you can’t afford to repair your roof, won’t it be even more difficult to replace your furniture and repaint, and still have to afford the new roof?”

It’s highly likely that you can use the prospect’s reason for not buying as the reason they should buy. For example, “If you’re serious when you say you can’t afford this sales training course, may I gently suggest that you need to take whatever steps are necessary to take it? This course will help you sell more. How many extra sales would you need to make to get your investment back?”

You tell people from your head, but you persuade, and sell, from the heart.

If you use all logic in a sales presentation, the prospect will be educated and buy from someone else. If you use all emotion, you’ll likely make the sale, but the prospect will cancel the order. Use both logic and emotion to make a sale today and have a happy customer for the future.

Logic appeals to the eye; emotion appears to the ear. Tell people what your product will do, but also demonstrate it.

“Words alone will often fail, so he demonstrates to make the sale.” A demonstration increases believability. If the buyer only hears something they’ll forget, if they only see it they’ll remember it, but if they hear, see, and do, they’ll understand and be more inclined to buy.

When you’re talking to a prospect, remember that in most cases they’re happy to give info if you just ask.

Don’t put down the prospect’s previous purchase or previous salesperson, or they may take it as an attack on their judgment. Say, “In retrospect, most of us would make decisions differently. At that time you made this choice, most people would’ve done the same thing you did, so don’t feel bad.” The best way to get a prospect to make a favorable new decision is to make him happy with an old one.

Lack of trust is the major reason a prospect won’t buy from you.

The Sales Professional

People often buy not because they understand the offer, but because they feel you understand them.

Let the prospect use the product temporarily so they become attached to it.

"You make the sale when the prospect understands that it will cost more to do nothing about the problem than to do something about it." Say, “If you buy the item the savings will pay for it. If you don’t buy it, your daily losses will soon be more than the cost. In other words, you can get it and let it pay for itself or you can choose not to get it and still pay for it through losses. Since you’ve got to pay for it either way, doesn’t it make sense to get it?

“Don't just tell them – show the figures at the same time. Prospects make the decision to buy based on what they understand and believe.”

Imagination and Word Pictures

Words that sell: your prospect's name, understand, proven, health, easy, guarantee, money, safety, save, new, love, discovery, right, results, truth, comfort, proud, profit, dessert, happy, trust, value, fun, vital, you, security, advantage, positive, benefits.

Words that unsell: deal, cost, pay, contract, sign, try, worry, loss, lose, hurt, buy, sell, sold, price, decision, hard, difficult, obligation, liable, liability, fail, failure.

"Learn how to take the verbal paint brush and paint them (your prospects) right into the picture. You have got to put your prospect in the car and show him enjoying the luxury, comfort, or economy of driving your particular car. ... the picture must be in color and in the present tense." ... Word pictures should "paint beauty, luxury, love, satisfaction, enjoyment, success, performance."

When the benefits are delayed for years, "it is important that an emotional picture of those delayed benefits be burned indelibly into that prospect's mind. This greatly reduces the possibility of cancellation."

In most cases involving significant purchases, if you do not encounter objections from the prospect ... you do not have a prospect." They wouldn't object if they weren't interested.

When the prospect keeps objecting, it could be that they're not the decision-maker. Ask, "If I can answer your question to your satisfaction that this is the right product, at the right time and at the right price, are you personally in a position to give me an order for the product today, and would you be willing to do so?"

If prospect asks about price before you're ready, say, "There are so many factors involved in price, such as size, model, terms, and deliver, I hesitate to answer before we have narrowed down the choices I am about to offer you."

When prospect says they need to think about it, say, "Sometimes when people say, 'let me think about it,' what they're really saying is they don't like the idea. Let's speak frankly for a moment. Please – don't just be polite. Is there something you feel uncomfortable about? Something else you want to know?"

“Offer the tangible as the reason for buying, but emphasize the intangible as the excuse for buying.”

Example: the reason for buying is a beautiful lake lot and the excuse for buying is relaxed living, longer life, etc.

The Nuts and Bolts of Selling

Ask, “Do you want this single unit, or would you like three for a 15% discount?” In many cases you can sell a larger order by simply asking that.

If prospect asks, "Does it come in green?" ask, "Do you want it if it comes in green?" When he responds, he's bought. Your tying him down with that.

Create a pro-con list in front of the customer. Put "you like it" as number one under pros. If you've done your job, you'll have far more pros than cons. Show the prospect the list and ask, "Which of these weigh heaviest?" This helps not only make the sale but keep the sale.

Ask, "Can you see how using this would increase your sales? Are you interested in increasing your sales? If

you were ever going to start increasing your sales, when do you think would be the best time to start?"

The Keys in Closing

Be an assistant buyer. Help the customer solve their problem by acquiring your products or services.

Listen with your eyes with CHEF:

C: chin or cheek. When prospect rubs or holds in hand, it's a satisfaction/gratification sign. Now's the time to close.

H: hands. If they're gently massaging each other, prospect is ready to buy.

E: eyes. The wider the eyes, the more he's listening and buying. If eyes are wide, with crow's feet, and they begin to relax, it's time to close.

F: friendly. When prospect smiles, uses friendly phrases, relaxes, or becomes quiet and considering, close the sale.

Listen for questions that show the prospect is ready to buy, such as questions about model, warranty, payment, etc.

"Treat everyone as if he is a valuable customer. He is - or he could be if he's treated like one."

Katie says

This book was so good! I listened to the audiobook which is narrated by Zig Ziglar who has a very southern accent so the whole time I just imagined it was Matthew McConaughey. It is just chock full of helpful, useful, practical advice as well as amusing stories and motivational inspiration.

"Happiness is not pleasure, it's victory".

Prospect: has a need for the product, possible desire to own the product, & finances to buy it.

Use anxiety in my favor

Sales is a transference of emotion. It's a transference of feeling. If I can make them feel about my artwork the way I feel about it...

I feel very strongly about the value of original, fine art. It is an investment with lasting impressions with potential to become treasured family heirlooms.

Benefits of art:

We buy what it does (not what it is). What does art do? What needs does it satisfy? What's in it for me?

What can art do for you? What do you think about...? How do you feel about...? Express a sincere interest in them (any common interests).

How can I justify price? Knowledge of competitors. How will it enhance life? Customer benefits/features/functions.

My money is in their pocket, but their product is in my pocket.

Look them in the eye (no sunglasses)

Establish value first, then ask for the sale. If they say no it's based on knowledge. Educate them some more on the value.

There's no price too high on something you love

The fear of loss is greater than the desire to gain

You're only concerned with price once, value a lifetime

Would you rather pay a little more than you planned, than a little less than you should?

When you pay too much, you only lose a little money, when you pay too little, you are at risk of losing all of it.

Good things aren't cheap and cheap things aren't good.

They aren't trying to hurt me, they are hurting.

Logic makes them think but emotion makes them act (but). Use both.

Words that help sell:

Collector, investor, understand, new, love, easy, discovery, deserve, happy, value, fun, you, yours, owners, patrons

Words NOT to say:

Cost, price, sell/sale/sold, buy, deal, pay, decision, hard/difficult, obligation, worry, loss/lose, contract, hurt, bad, liable, fail, I, me, my, mine

Don't cuss. Use their name. Ask about them. Tell stories about the art. Tell a story about the piece. Reinforce the positive association. Build interest into overwhelming desire to buy. Have contagious enthusiasm.

Josh Shelton says

This book had some good points in it. However, I don't think that the overall difference between small and large sales was taken into account. More recent studies would debunk some of his points, however, he was a great salesman and there is a lot to learn from him.

Rachel says

This has a lot of great ideas and good info. I would like to make closing not feel like "selling" at all. I want to help people. Zig has a good starting point for that by encouraging honest and trust and faith in what you are

doing. So a good read, but it did get kind of tedious by the end.

Mimi Somsanith says

Sales is such an uncomfortable field for me despite my confidence in the areas of communications and networking. Like negotiating, we are repeatedly told and described to be selling (ourselves or something) all the time. I don't see it in such a strict sense, but I grasp its underlyings. This book eased some tensions I had about sales and sales people. And, there are some helpful tips that many readers, like myself, may never forget. For example, it explains that you can change the decision-making process to derive at a different, more desired response rather than keep forcing the same question/focus.

Kari Metzger says

Yikes - I almost feel sacrilegious in rating this lower than a 4 star, but bear with me on this.

First - the good. Zig was one of the fathers of sales. When in that context, you can't help but give this guy amazing props for his groundbreaking (at the time) ability to get to the nut of the sales process. This is at a time when sales was learning to be about the customer and much about getting the sale. From an educational standpoint, if you are in sales, this is a must-read. He really got things from a psychology perspective and understood how to move them to a position of making a decision. You can't miss on that front. He even often mentioned how important it was to meet the customers' needs and drive the sale to that conclusion, although it was inevitably going to be closing the sale, because obviously they need your product. And let's just say - the guy was a word-magician - he could take any objection and show you with math or other way why buying the product is the right choice for you. To see him in action in person would have been something to watch for sure - like a TV show!

So now, the 'but'. All those things were wonderful, but I couldn't help but feel queasy in my stomach while reading it. In the end of the day, because of the perspective, I couldn't get past feeling like it was manipulation. Today's sales often are about finding true "fits" for the products that you sell. Finding the people you can help, and selling to them in a way that it's a win-win. While there are a lot of 'tricks' you can pick up in this book, I just can't help but feel that the world is changing, and tricks just aren't going to cut it. Reading a book like the "Apple Experience" (<https://www.goodreads.com/book/show/1...>) really gives the alternative point of view on how a company can approach sales, and I guess for me, this is the method I prefer to use with my team.

So - amazing book for Zig's time - truly a groundbreaking leader in sales, and was instrumental in getting to where we are in sales today. A must-read for those who like to see 'the big picture' of how sales got to where it is today. But I think there are better books out there for salespeople today that get closer to the nut of working with your customers for a win-win. (See my profile if you want to find my recommendations!)

Brad Poel says

What hasn't Zig sold in his life?? By the end of this book, I wanted to buy some Tupperware from a slick, southern salesman in a nice suit!

Zig is a master storyteller and wordsmith. He had me chuckling out loud (not quite LOL) with his endless stories, smooth selling techniques and southern charm.

I may start using language like "Mr. or Mrs. Prospect" thanks to him.

The audio book was definitely more enjoyable with Zig himself doing the reading.

RIP, Zig. I learned a lot from the Salesman of salesman.

Anna Marie says

Great content but terrible layout. The author was all over the place and at times incredibly redundant. This book should be half the size. People in my field swear by it and I was super disappointed.

Gillian says

Started off really powerfully - the second half is not so applicable to me. Listened to one of his presentations too - a lot is duplicated in the book. Maybe the cynics are right once you've read one you've read 'em all - then again - maybe I just need a new author and less of a full moon!!

Dany Le Goaix says

The audiobook is very hard to listen to. It's outdated and he likes to hear himself talk. Get the book or read the reviews where someone has listed the top 10 tips to be a successful at closing the sale.

Josip Brecak says

Let me start out with the negative first because there just isn't much. Some parts it was a little dull and outdated(at least IMO) but then again a lot of the old closes still work today. Some people may be turned off because a lot of this book is common sense but it is always good to be reminded and I find that one of the appealing things in this book because he states it in a way that opens your mind.

I would recommend this book for ANYONE and EVERYONE that has a career in sales and a career in anything else. Simply because everyone sells. A teacher sells their topics to their students, you sell yourself when you go on a job interview and even when you're selling your beliefs and ideas to your family and friends. And also selling what you have to give when you're courting someone. Hey! Maybe you're just trying to convince your husband to buy that home you've been dreaming about for so long! You get the idea, you sell everyday. Especially your child when he wants you to buy that toy. Mr.Zig gives very good insight on the psychology and what goes through peoples minds when they're being "sold" something. I believe if you deeply indulge in this "Bible of Persuasion" you will greatly improve the quality of your life and relationships along with an increase in sales(and yes everyone has sales...like the students that are sold onto your topic) and a happier life. And isn't that what you truly want?

Omar Halabieh says

Below are key excerpts from the book that I found particularly insightful:

1- "If, in your heart, you really feel the sales process is something you do to the prospect, then you are a manipulator. The dictionary defines manipulate: "To control the action of, by management; also, to manage artfully or fraudulently. Manipulation: Skillful or dexterous management, sometimes for purpose of fraud, state of being manipulated." I'll be the first to admit that manipulators make sales, but in my thirty-six years in the profession I have never known even one manipulator who was successful in the profession. If, in your heart, you feel the sales process is something you do for the prospect, then this book could represent a significant addition to your sales library. Your benefits will be considerable because you are truly interested in benefiting others."

2- "You've got to establish that trust and respect with your prospects if you expect to be a sales professional. This should be obvious, but for fear it's not, I'll spell it out. Again, you cannot be one kind of person and another kind of salesperson. You must be consistent in all areas of life if you are going to achieve maximum results in building your sales career. That's one of the major reasons we deal with the entire person rather than just the salesperson throughout this book. This is one of the "not-so-little" things that make the buying difference in the prospect's mind."

3- "People forget price but they'll never forget poor quality or a poor choice. They generally give the salesperson a generous portion of the blame. Some of that goes with the territory, but too much blame means you won't have the territory for long."

4- "High performers in the world of selling establish trust with customers by one-on-one, eye-to-eye communication skills. They maintain trust by personally assuming responsibility for completing the sale, which means servicing the account on an ongoing basis and utilizing their company support people in the most effective manner. High performers demonstrated great integrity with their follow-through and belief that the sale is not complete until the product is installed and functioning satisfactorily."

5- "The critical step: in the world of selling is this step of honesty which is your total conviction, your complete belief that the product or service you sell is the best buy for the prospect."

6- "Sympathy means you feel like another person feels. Empathy means you understand how the other person feels, though you do not feel the same way...To be truly professional you must be able to comfortably move from the seller's side of the table to the buyer's side. If you know how your prospect thinks and feels, you're definitely going to sell more of what you're selling because you will communicate more effectively."

7- "One myth—that a salesperson should not get involved with customer concerns other than the purpose of the sales call—was exploded, as was the concept that price isn't important and that you should "promise them anything" to close a sale. Customers want and expect their salespeople to be able to act as trustworthy resources who respond directly and provide them expertise, backed by effective recommendations. One significant characteristic of the high producer is his willingness to explain product drawbacks."

8- "H in the heart of your sales career is honesty, E is ego and empathy, A is your attitude toward you your prospects and profession, R is for physical, mental, and spiritual reserve, T is for tough—and the toughest thing is love"

9- "When the inner man speaks, the I not speak from the heart unless he truly believes in his product and/or service. This means that he must have paid the price by obtaining profound knowledge of his product or service. One must also believe this product/service is unquestionably what the customer/patient needs."

10- "Almost without exception, every product or service can be sold by painting word pictures, especially if the pictures are in the present tense. As I've previously stated, we think in pictures and we buy pictures if we are painted into the picture as satisfied customers."

11- "It's better to have the no today than tomorrow for the simple reason it clears your mind. You can now pursue new prospects and not count on that one for a future sale. Once you do, you fall into the trap of not prospecting for new prospects and the sale you miss today will cost you sales tomorrow."

12- "There is one specific point, however, when I throw in the towel and withdraw my efforts to close. That point is when the prospect makes it clear—after seeing the benefits—that he has no interest and cannot or will not buy. Until that point, however, I am going to make an honest effort to close the sale."

13- "I deal with and use questions in every segment of Secrets of Closing the Sale. There is no doubt in my mind that your career as a salesperson will move forward faster as a direct result of learning how to ask questions and how to use the proper voice inflection than from any other skills you might develop."

14- "To build a sales career, you need to acquire the knowledge made available through sales trainers, books, recordings, and seminars. With that knowledge you should weave in a poetic philosophy of life which says that "you can get everything in life you want if you will just help enough other people get what they want." To the knowledge and poetic philosophy, add the common sense of the old farmer which says, "Friend, I don't care what you do, know you've got to work and work hard at seeing new prospects and servicing old customers." You have a moral obligation to work so hard at building your sales career and becoming truly professional that as my friend John Nevin from Australia says, "If anyone ever sees you coming and says, 'Here comes a salesman,' you won't let him down.'"

Mario Tomic says

Super entertaining and fun book to read plus Zig is a genius at sales. The biggest idea I took from this book is having the belief and being proud of your product, there's also tons of other cool stuff but when Zig Ziglar talked about belief it felt really powerful. Really cool book if you're into sales or marketing, definitely check it out!
