

# Effective Ways to Close More Deals & Win More Business

written by Lauri Moon | July 12, 2023

*“Closing the deal” is the final stage of a sales process; when the prospective customer makes a commitment to buy. Closing the deal is essential as it indicates the successful conversion of a lead into a paying customer. By focusing on effective closing techniques and building strong customer relationships, companies can drive revenue, differentiate themselves from competitors, and create long-term success.*

There are a lot of critical steps for salespeople to take when it comes to winning new business, but the most important is knowing how to ask for the sale to close the deal. This can be hard for many salespeople because they lack training, technique, and confidence. Ask any salesperson you know how they close a deal and you'll be surprised how many can't effectively demonstrate this step. Go ahead; try it. It's not easy, is it? Or maybe it is easier than you think once you have the right process in place. Regardless of experience, this session will provide ways to make deal closing easier.

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## What You'll Learn

- What “closing the deal” does and does *not* mean
- Knowing your goalpost
- How to close deals
- What to do if the deal won't close

## Who Should Attend

- **Sales Representatives and Account Executives** responsible for engaging with leads, managing accounts, and closing deals who want to gain valuable insights and techniques to enhance their closing skills, negotiate effectively, and overcome objections

- **Business Development Professionals** responsible for identifying and pursuing new business opportunities and need techniques to effectively close deals and win new clients or partnerships
- **Sales Managers and Directors** who want to understand best practices for closing deals and provide guidance to their sales teams
- **Business Owners and Entrepreneurs** who would benefit from learning effective strategies to close more deals, increase conversion rates, and drive business growth

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## Instructor



**Aaron Jacobs** is a professional sales process improvement consultant, founder of Scorecard Sales, and creator of the mobile app *Scorecard* used by salespeople to improve sales processes, boost productivity, and achieve great results. Aaron has an equal passion for both business and teaching. He has enjoyed a long career of training, coaching, managing, and mentoring business professionals from all types of industries and backgrounds. Aaron's philosophy is whether you're selling, project managing, or leading when professionalism and process are applied, great results are achieved. "Sales is my craft and I love everything about it. I've held various positions in numerous companies from CEO, COO, and of course Sales Manager. No matter what I do, everything comes back to sales. I enjoy selling very much, but my favorite thing is coaching others so that they become as passionate about sales as I am so that great results begin to come naturally."