

# CLOSING THE SALE

2026



**Katherine Duley**

Sales Concepts, Inc.

[kduley@salesconcepts.com](mailto:kduley@salesconcepts.com)

678-624-9229 x 237

<https://www.linkedin.com/in/katherineduley/>



**Andrew Sharp**

Sales Concepts, Inc.

[asharp@salesconcepts.com](mailto:asharp@salesconcepts.com)

678-624-9229 x 226

<https://www.linkedin.com/in/andrewsharp/>

*“Earn the right to close.”*

*Program review notes*

# CLOSING

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## Agenda

- What is closing?
- Closing is a process, not an event.
- Why don't salespeople close?
- Earn the right to close.
- Closing Do's and Don'ts
- The six components of closing.
- A process for closing.

What does closing mean to you?

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### What is closing?

- Closing is any behavior the seller uses that implies or invites a commitment so that the buyer's next statement accepts or denies commitment.
- A close is anything that puts the customer in a position to respond to some type of commitment.
- Any question that solicits the customer's feedback regarding where you stand.

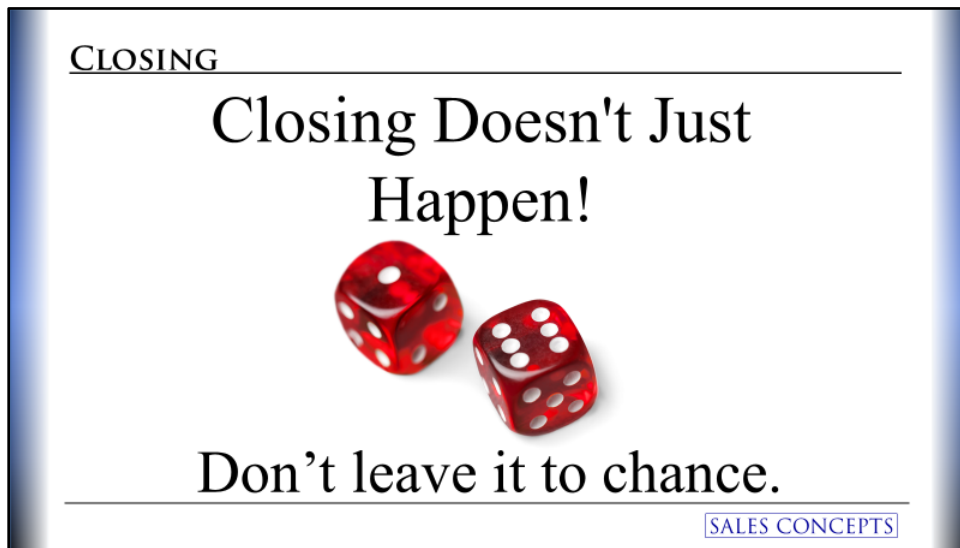
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[SALES CONCEPTS](#)

“Closing is not something you do to a customer; it is something the customer allows once trust and value have been established.”

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*We must be proactive about closing. Closing is a process that parallels the sales process. Closing starts at the beginning of the sales process and continues throughout.*

*Why don't salespeople close?*



- They don't have a closing strategy.
- They have different communication styles.  
They don't listen.
- They are unorganized.
- Don't understand that closing is a part of the process.
- Afraid of being too pushy.
- Confusing politeness with professionalism
- Lack of confidence.
- They don't know how to close.
- They forget or run out of time.
- It's not the right time.
- Fear of rejection, lack of clarity
- Lack of agreed-upon next steps

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## CLOSING

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We must have a plan for closing.



What is it *exactly* that you want to hear from your customer at the end of the call?

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SALES CONCEPTS

Closing feels awkward when we haven't earned the right to close. We must approach every sale from the customer's perspective to earn the right to close. We do this by asking questions and challenging our assumptions. In our decades of working with salesforces worldwide, we have found that salespeople do a good job of asking questions to complete a quote. We seldom ask inspiring questions to gain insight into what our prospects and customers genuinely want and what they are working to accomplish. We have to help them answer the main question all customers have:

*“What’s in it for me?”*

## CLOSING

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You Must Earn  
the Right to  
Close!

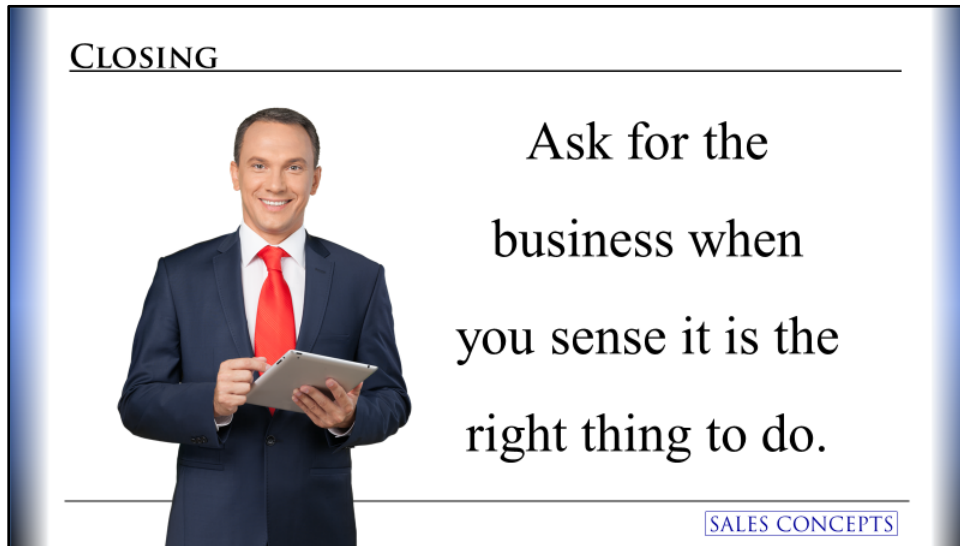
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SALES CONCEPTS

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When should you close?



*“Ask for the business when you sincerely believe it is the right thing for the customer to do for you and your customer.”*

If closing feels awkward, you have not fully earned the right to close. The right to close consists of six elements that must be present before you earn the right to close.

We will address these elements later in this document.

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## *Closing do's and don'ts*



### Do!

- Always close for something
- Be prepared
- Know where you stand
- Use feedback questions
- Look for buying signals
- Be empathetic
- Use their dates
- Paint a picture of success
- Instill confidence
- Use calendar invites
- Give an assignment
- Have a reason

### Don't

- Be nervous
- Use cheesy techniques
- Be manipulative
- Be overbearing
- Be selfish
- Talk after you ask

Remember, nothing kills an opportunity faster than fake enthusiasm. Watch what they do and how they do it. Ask feedback questions to tell if you are on target, like:

“How does it look so far?”

“What do you think at this point?”

“How do you feel about this?”

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## *Look for buying signals.*

Buying signals indicate when it might be time to close.



- They ask for a better price.
- They ask for something specific.
- They ask if dates are available.
- They tell you something like, “*This sounds good.*”
- They begin to calculate total costs.
- They study your information.
- They bring in someone else.
- They become less formal.
- Lean forward.
- Make stronger eye contact.
- They say, “*Thank you.*”
- They become creative.
- They ask more questions.
- They start planning.

*Mistakes made at the beginning of the sales process reveal themselves toward the end of the process.*

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What are you doing that slows the process down?



- Waiting too long to follow up.
- Not using calendar invites.
- Ignoring buying signals.
- Spending too much time on trivial things.
- Offering information that is not requested.
- Not working with people according to their buying style.
- Not involving the economic buyer (decision maker)
- Not having a plan.
- Not being prepared.

## Six Elements of Closing



1. You have uncovered and agreed upon their specific needs and wants.



2. The customer accepts your unique value proposition. You have buy-in.



3. You have identified the economic buyer and determined his or her buying criteria.



4. You have a consensus that accepts your solutions and your ability to provide them.



5. You have successfully presented your solution.



6. The customer or prospect can visualize success.

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### Questions to close the Economic Buyer:

- What do you think?
- How do you feel about this?
- What concerns do you have at this point?
- What would make this a no-brainer for you?
- What risk concerns you most?
- What would stop this from moving forward?
- Is there a reason we should not move forward at this point?
- If we solve this, what happens next?”
- Since you seem to like what you see, shall we move forward?

*Great closers seek honesty,  
not agreement.*

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*“Closing ~ Earn the right to close.”*

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Sales Concepts, Inc.  
[kduley@salesconcepts.com](mailto:kduley@salesconcepts.com)  
678-624-9229 x 237  
<https://www.linkedin.com/in/katherineduley/>

Andrew Sharp  
Sales Concepts, Inc.  
[asharp@salesconcepts.com](mailto:asharp@salesconcepts.com)  
678-624-9229 x 226  
<https://www.linkedin.com/in/andrewsharp/>

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Tuesday, January 27, 2026