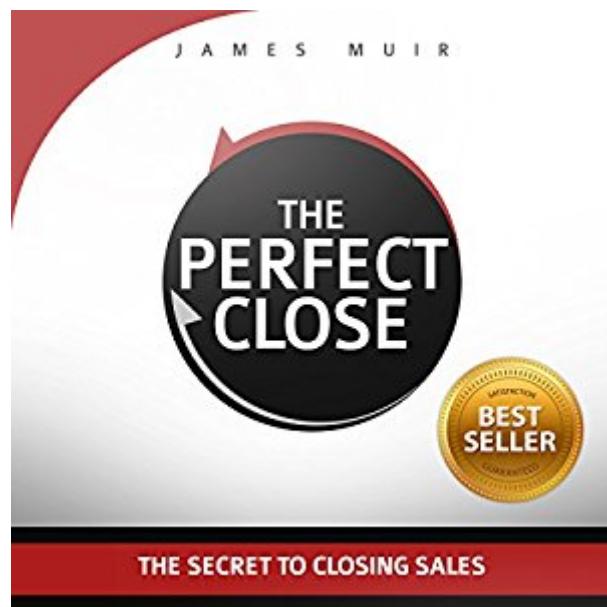


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# The Perfect Close: The Secret To Closing Sales - The Best Selling Practices & Techniques For Closing The Deal



## **Synopsis**

If you want to discover how to close sales using the absolute best practice (one that's non-pushy, flexible, natural & easy to learn) then listen to this book. Author James Muir shares unique insights on how 'closing the sale' can be done with a natural, non-pushy sales strategy that breaks the stigma often associated with professional sales. Everything has changed. The latest science shows that old, counter-productive closing tactics backfire and hold you back. In *The Perfect Close* you will learn a closing method that is nearly always successful. It's zero pressure and involves just two questions. It's a clear and simple approach that is flexible enough to use on every kind of sale at every given stage. It can be learned in less than an hour and mastered in a day. It is especially helpful for new and inexperienced salespeople and professionals who dislike the "stigma" of selling or find the selling process awkward or uncomfortable. The bottom line is you will know everything necessary to close every sale. You don't need 101 closes (one for every occasion), and you don't even need to master selling. All you really need is an easy, facilitative way to advance your sales to closure. It's that simple.

## **Book Information**

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## **Customer Reviews**

I was reading this book on my Kindle, curled up in my favorite relaxing reading spot, and literally jumped up and ran to my computer so I could take notes - lots of notes. The bookmarks just weren't good enough! I wanted a way to find all the high points and examples quickly so I could put them to use! I can't remember having ever been this excited about a book! *The Perfect Close* is brilliant - and I can't wait to put its techniques to use. Considering I read it over the Christmas holidays (Can you believe that?), I couldn't put the darn book down until I had read the last page). Here's the

scoop: Muir's "Perfect Close" technique is simple and brilliant, especially since he provides quite a few variations and examples. And that would have been enough for 5+ stars for the book. But he doesn't stop there! He also guides us through the entire sales process to a successful close, in great detail. This includes how to create a solid relationship with the prospective client and bring true value to any sales encounter, complete with approaching any sales encounter with the right mindset and the right kind of preparation! He even shares a powerful pose that will help you signal that you do indeed have the right mindset! Another thing I really liked: Muir is so encouraging towards people who are relatively new to sales (including me) - and provides many examples of how they can succeed - and do so easily. This is something that really differentiates his book from many other books on sales and closing. It's also a book (as some reviewers have noted) that's written primarily for B2B sales people, especially those selling to large companies, but much of the information applies just as much to entrepreneurs selling their products and services to smaller companies and fellow entrepreneurs - and even individuals. I'm going to recommend this book to anyone I know who's in sales. While reading this book, I cringed at the mistakes I have made. But I also got really excited as I realized it showed me exactly how to do MUCH better in the future. It's a total game changer! One tiny drawback... The book is much longer than I had anticipated. If I had seen that it was 300 pages long, I wouldn't have bought the Kindle version (long books can be kind of unwieldy on Kindle, especially if they're kind of technical and there's a LOT of detail I want to have at my fingertips). Needless to say, I didn't know, and I'm so glad I bought it and have the information NOW! I just kept wondering why it took so long to get through it... and I'll probably buy the physical version as well for easier access.

James Muir has written an engaging book that draws heavily on the research of Neil Rackham, Robert Cialdini and others to provide depth and credibility to his writing. I particularly enjoyed his emphasis and explanation of incremental advances and his liberal use of quotes to emphasize key points throughout the book. His explanation of a value proposition and obligation continuum are worth the price of the book for any reader. The high-light of the book are the two questions a sales rep should learn to close a sale. I won't give away the answer but they are on page 180. James has done a nice job of providing concrete examples that tie his concepts to real-life selling situations. He also provides the reader with access to a plethora of downloadable documents on his website. For the reader this eases the journey from didactic learning to practical application. I highly recommend this book for any sales professional. If you're new to sales you will find this book to be an immediate benefit. If you're experienced at sales or a high performer you will find several nuggets of information

that will be beneficial to you.

I have to confess, my expectations weren't that high when I got the book. I went right to the chapter with the perfect close first and thought, "Huh, that's clever!" Then, I started reading the book and I was hooked because as a trainer myself I appreciate great content and more importantly, supportive structure. The best compliment I can give a book is when I first buy it on Kindle and then decide to buy the softcover for my library! This book is a keeper!

As an author myself, I am critical of most sales books. The perfect close cuts through all the extra words publishers want to beef up a book and gets right to the point. The point is using common sense and a single phrase that will change the way you sell forever. Imagine four words and a question mark can almost instantly change the conversation in your favor. (You'll have to read the book to learn those four words) I love all the additional content too. James provides a planning checklist, Sales advance brainstorm forms, a call research planner, and a perfect close mind map. If you are novice or a pro, the Perfect Close is a book you need to read and add to your library.

This book was just what I was looking for to create a simple sales process for my team. It is based on variations of two questions to advance the sales process. In use I find out when you have answered all of the issues or points to the prospects satisfaction that comes from those two questions the prospect just buys. It isn't magic, you will have to still deal with concerns and objections, but it is a logical and simple way that even a new salesperson can work through them to the close. Not only that, but there are links to free resources you can use as a solo salesperson or if you are managing a team. What a value.

James Muir's new book, The Perfect Close, is excellent for anyone who wants to improve their success and effectiveness in advancing the sales process and closing sales. I think the book is equally helpful for new salespeople, who are just learning, and experienced sales professionals who are interested in sharpening the saw. James demonstrates simple and flexible approaches to advancing sales that are zero pressure and genuinely authentic. The techniques fit perfectly with a consultive sales approach, that is all about the customer or prospective customer's needs. The reader will learn the perfect closing techniques and will find out the science behind why those techniques work.

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