



**SECRETS**

**of**

**CLOSING**

**the**

**RIM**

Other books by Zig Ziglar:

See You at the Top

Dear Family

Steps to the Top

Raising Positive Kids in a Negative World

Top Performance

Courtship after Marriage

Ziglar on Selling

Over the Top

Something to Smile About

Zig Ziglar's Little Instruction Book

Success for Dummies

Confessions of a Happy Christian

Confessions of a Grieving Christian

Breaking Through to the Next Level

What I Learned on the Way to the Top

Something to Smile About

Something Else to Smile About

Staying Up, Up, Up in a Down, Down World

You Can Reach the Top

Life Lifters

Zig: The Autobiography of Zig Ziglar

**SECRETS**

**of**

**CLOSING**

**the**



**SALE**

**Updated Edition**

Zig Ziglar

To Bil Cranford

Who gave me my start in the world of selling and gently but forcefully pushed me to strive for excellence and reach for new heights. He was my friend, my brother, my mentor, and my golfing buddy. He was a great guy and one more fine man

iii iii.

## **Contents**

Preface 9

Introduction to the Updated Edition 11

## **Part 1 The Psychology of Closing**

1. The "Household Executive" Saleslady 17
2. Making "King" Customer the Winner 27
3. Credibility: The Key to a Sales Career 39
4. Commonsense Selling 48
5. Voice Training to Close Sales 58
6. The Professional Seller and Delivers 72

## Part 2 The Heart of Your Sales Career

7. The Critical Step in Selling 83
8. The Big "E" in Selling 90
9. The Right Mental Attitude 103
10. Your Attitude toward You 108
11. Your Attitude toward Others 114
12. Your Attitude toward the Sales Profession 119
13. Building Physical "Reserves" in Selling 136
14. Building a Mental Reserve in Selling 144
15. Ya Gotta Have Love 154

## **Part 3 The Sales Professional**

16. Learning and Using Professional Techniques 161

17. Characteristics of the Professional Salesperson 164

18. Here Is a Professional 177

19. Everybody Is a Salesperson and Everything Is Selling 192

## **Part 4 Imagination and Word Pictures**

- 20. Imagination in Selling 213
- 21. Imagination Sells and Closes Sales 227
- 22. Using Word Pictures to Sell 251
- 23. Picture Selling for Bigger, Permanent Sales 261

## Part 5 The Nuts and Bolts of Selling

- 24. Objections-The Key to Closing the Sale 269
- 25. Objections Are Consistent-Objectors Aren't 278
- 26. The Salesman's Friend 286
- 27. Using Objections to Close the Sale 295
- 28. Reasons and Excuses for Buying 307
- 29. Using Questions to Close the Sale 313
- 30. For Direct Sales People 320

## **Part 6 The Keys in Closing**

31. Four Ideas and the Keys to Sales Success 339

32. Selling and Courting Run Parallel Paths 350

33. The "Look and Listen" Close 365

34. Listen-Really Listen 379

35. The Keys in Closing-Conclusion 387

36. The "Narrative" Close 402

## **Part 7 Technology and the Sales Professional**

37. Technology 409

Thank You 419

Notes 422

Index of Closes 423



## Preface

Over the past fifty years it has been my privilege to be in as many actual sales situations, selling goods, products, services, or job opportunities, as virtually anyone who ever carried the title of salesperson. Additionally, it has been my privilege to share the platform with and learn from some of the greatest speakers and sales trainers our country has produced. Many of those men are gone now, but quite a few still grace platforms around the country. I go back to the days of Elmer Wheeler, Charlie Culen, Frank Bettger, Fred Herman, Charles Roth, Dick Gardner, J. Douglas Edwards, and Percy Whiting. The list includes Cavett Robert, Red Motley, Ken McFarland, Dan Belus, Joe Batten, Charlie Jones, Hal Krause, Mike Frank, Ira Hayes, Heartsil Wilson, Judge Ziglar, Thom Norman, Bil Gove, John Hammond, Larry-Wilson-and the list goes on and on.

Over these fifty years I have been a pack rat. I have taken copious notes from many great trainers. In addition, I have clipped innumerable sales articles from newspapers and magazines, and have learned much by watching salespeople in action. My library includes books and manuals from the greatest writers and trainers of the last fifty years, and I have over a thousand hours of recordings from these and other speakers.

This background presents a rather unique problem. To be completely honest, I sometimes forget the source of my information. To the best of my ability, I have given credit in this book to each individual who has made a contribution via a speech, a personal conference, a book, or an article.

Many times, however, I have no idea who my benefactor is. Additionally, I recognize the possibility that in some instances I will credit the wrong author or even claim originality because I learned a technique long ago and have used it so many times that I believe the technique or idea was original. In the event this has happened, I ask the author to forgive me. My objective is to be completely fair with everyone.

Your own personality, conviction, and credibility in the application of the principles and procedures in this book will be the determining factors in your success as a salesperson, but this I promise: The procedures and techniques I describe have worked not only for me but for countless others as well. Many of them, as I will repeatedly emphasize throughout the book, need alteration or

adaptation to fit your sales situation, so you should constantly ask yourself this question as you read the book: "How can I adapt this information to fit my product to my prospect?"

I urge you to become a student as you dig into *Secrets of Closing the Sale*. I'm going to be bold enough to suggest that it has taken me a lifetime to accumulate this information and several thousand hours to assemble and put the information into what I believe is its most effective form. With this in mind, I don't believe I overstate my case to point out that you probably are not going to be able to glean all the information in one reading.

Finally, I suggest that as you read this book you're going to realize that it is analogous to the fisherman's lure. Many sales books are written to catch the fisherman-namely, the salesperson-and not to help the fisherman catch the fish-meaning the customer. With that in mind, I emphasize that *Secrets of Closing the Sale* was written to help you-the fisherman-catch the fish and catch him in such a way that the fish (the customer) realizes he is in good hands-yours.

I firmly believe that if you buy the ideas and concepts covered in this book, as you apply the techniques and procedures, I will SEE YOU AT THE

TOP-of the sales ladder!

# **Introduction**

## **to the Updated Edition**

When *Secrets of Closing the Sale* was published in 1984, I was convinced that it would be around a long time. Twenty years later I still believe it will be around a long time. The principles, procedures, and techniques are those that had stood the test of time long before 1984 and are still standing the test of time. Integrity principles will always be in vogue. In view of the recent corporate scandals in America, I believe the ethical salesperson of today who builds a reputation on integrity will find these principles more valuable today than ever before.

This updated edition of *Secrets of Closing the Sale* contains a minimal number of changes. With the help of Michael Norton, who is gifted in explaining the practical application of sales technology, we have added the high-tech approach critical in today's sales world, but the rest (with needed updates) remains almost exactly as it was originally presented. I know these principles and procedures still work, because I am frequently approached after seminars by people who say, "Your book *Secrets of Closing the Sale* has revolutionized my career." One young man pointed out that his closing percentage had gone from 16 percent to over 60 percent. That's exciting! As you devour these pages, making them part of your repertoire, I believe you, too, will experience some exciting results.

It's my conviction that of all the endeavors we can follow in life, outside the ministry itself, professional sales requires the highest degree of integrity.

Here's why: We are trained to persuade, and an unethical salesperson (who is in reality a con artist) is capable of persuading people to buy overpriced merchandise that they should not be buying at all.

Our philosophy that you can have everything in life you want if you will just help enough other people get what they want is even truer today than it was when the book was originally published. The objective of every sale is to make certain the customer gets fair value, and if he gets more than fair value, not only do you have the sale but you've built a customer who will, in turn, help you build other customers.

There are many instances in this book in which you will read of people who