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**The Great Sale(s) After the Sale**

**By Jorge Pinkus / <http://www.123-sites.com>**

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Some salespersons and network marketers make the terrible mistake of thinking that the sale ends with the sale.

They tend to think that, once the client bought something --that they already "closed" the prospect-- their work is over. To the new client, however, his/her signature on the dotted line and her/his credit card order mean only the beginning of the sell/buy relationship.

In this article we explore twelve practical ideas that you will want to apply right away to guarantee your customer's satisfaction after the sale.

The service you give to your clients and customers does not begin some time after they already bought. On the contrary, it should begin right at the moment you shake their (virtual) hand, in signal of their acceptance of your proposed deal.

Depending on how you act from that precise moment on, you'll be assuring, or neglecting, the future of that sale and of many more future ones. With those same clients and with their referrals.

Let's see and review some points that you may want to put into practice to be even more professional in your sales:

**Point 1.**

Don't make the mistake of keep on talking once you already made the sale -- If you do, you risk letting the (already decided) prospect to involve you in some argument about the sale. And this may remind her of some points or objections of minor importance. Normally, then, these will make her want to "think the whole deal a little more over."

**Point 2.**

Prepare your exit -- Thank the new client for his time and congratulate him for his decision and for buying from you.

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### Point 3.

Schedule at once the next interview — Establish with the client the date and time of your next appointment, where you'll bring him his documents or the product he already bought. Inform him when and how he's going to receive his products (if you don't do the actual delivery) and tell him that in that next interview you'll answer any new questions he should have.

### Point 4.

Keep the client informed at all times — If you are going to be late (you personally, or the delivery of your products, service, documents or bill), for any reason, make sure your customer is fully notified.

And that she's agreed to the new date or time.

### Point 5.

Make sure the client understood perfectly and clearly any special requisite or condition. And that she is willing and able to comply with these.

### Point 6.

Manage the non-productive interviews — If you truly feel that some sales interview are not going to end positively, finish it diplomatically, but let the door open for an interview later on. Of course, do NOT leave without asking for at least one referral.

### Point 7.

Avoid the prospects that never buy — Don't fall into the trap of keep on calling on those prospects that never quite say no, but neither buy. You'll be much better off trying some other prospect or servicing a customer. And you'll have the energy and disposition to do it at your best.

### Point 8.

Make sure to ask for referrals — Ask for referrals. Ask for referrals. Ask for referrals. If you made the sale, ask for referrals. If you didn't made the sale, ask for a number of qualified names and additional prospects. The referrals obtained in unsuccessful sales interviews could turn into successful ones, if the other person buys from you. Did I already say you have to ask for referrals?

### Point 9.

Control your facial expression — Whatever may be the end result of your sales interview, control your expressions, especially the non-verbal ones. After a good sale, don't start to smile like the proverbial cat who earned the commission.

### Point 10.

Maintain the dignity at all times — Leave the impression that the sales interview is part of the service you offer. And don't look too disappointed if the candidate didn't buy.

### Point 11.

Assure the client that you will keep in touch through your service — And be true to your word.

### Point 12.

## The Great Sale(s) After the Sale

Be in contact continuously — So the clients could not tell you that they only see you when you have something to collect or to sell them.

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### **Three Ways To Close A Sale**

**By Kevin Nunley**

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One of the hardest parts of selling anything is closing the sale. You know when you're having a problem with closing. You spend lots of time with customers, but don't get many sales.

Here are three simple ways to close the sale:

1. Show you really empathize with the customer. If they hurt, you feel their pain. If they want, you understand their desire with all your being.
2. Ask questions. Ask questions. And ask MORE questions. You lead the direction of the conversation. If you get the right answers, you get the sale.
3. Be ready to answer the objection it costs too much. Reduce the price down to what it would cost the customer by the day or per hour.

## The Great Sale(s) After the Sale

You can also point out most everything these days costs too much. Ask the customer how much they think they should pay for the product or service. Once they answer you, their expectations will become more reasonable.

Finally, practice closing too soon. What feels like "too soon" is often just right.

Offer Kevin's popular FREE email courses from your site. Your visitors and customers will love it! See <http://7LessonCourses.com> Reach Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.



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