



How to Close More Deals This Quarter

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Closing deals is about going through all of the opportunities that you have and coming up with a specific list of which accounts will close and which will not. Obviously at the end of the quarter the more business you close the better. So, not only do you need to come up with a specific list of what will close, but also create an attitude of mind that says, "These deals will definitely close". Discover strategies that will help you close more deals this quarter.

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Maintain Your Deal Info

When you have written your list, you can see all the companies that you are going to get this month, and it engenders a feeling of power. It also gives you a goal to work towards, which is to close those deals. Literally when I wake up in the morning, I put it out there that these deals are going to come in. I believe it's about creating the energy that these deals are coming in, and I feel, think and visualize that they are mine.

So what else can I do to ensure that I close these deals, not only that, but what can my clients do to ensure that these deals will be closed? Well first, I ask myself, "Am I in contact with my customers, or am I hoping that somehow it will all work out?" Answer, "I am in contact with my clients."

I use a daily planner and it has everything in it that I need to make my daily calls, from cards, telephone numbers, and account details, I can travel anywhere in the world with my planner and I make calls. I will call at breaks if I am facilitating a workshop, or I will call before or after a keynote whether I am in Singapore, India or the UK. All I have to do is make sure I am calling at the right time, and then I do. One thing I usually never do is leave a message.

You see if I leave a message, then it is giving them a reason not to call me back. Now they have the information they don't have to call me back, they're busy people and I am not a priority. So I call until I actually speak to them. Someone in a sales class once asked me, "what if they have caller ID and they keep seeing your number?" and I said, "Then they will know that I am persistent." Another thing about leaving messages is that it lets me off the hook. If I leave a message then I think, "Okay I've done the work, now it's up to the client." Not so. This is a big mistake, so I keep calling until I get into communication with them.

Be Certain about What is And What Is Not

Another thing to remember is that times and dates can shift drastically within businesses: with all the greatest of intentions in the world things change. For example, when I get dates from clients, I know they may change, so until everyone is absolutely sure, I pencil things in, that way I don't get frustrated and I can be versatile and flexible with my clients. Are you on top of that? Do you know what's going to be shifting? What's an absolute certainty? What are you pretty sure about, and what are you hoping about? And be very ruthless with this thinking. Be certain about what is and what is not.

I don't want to make this a downer, but it's no good forecasting dreams. Because dreams don't pay the mortgage, deals do. So it's getting all those deals in your head so you know the ones that are going to close, and really work those constantly. When was the last time you were in touch with the deals that you know should be closing? You don't want to be too pushy and you don't want to be too relaxed. So always have a reason to call, "hi there I'm just calling to see if you spoke to the VP yet," Or, "hi there, how did it go with the HR meeting you were having?" Whatever the reason, make the call and find out what is happening.

The Best Plan to Close More Deals

I think one of the best plans to close more deals this quarter, is to remember at all times that you are an amazing salesperson and that these deals will come in. By having that powerful thought every day, you have the ability to turn the cup from half empty to half full. Just keep reaching for the higher thought, the positive thought. Its like Captain Kirk from Star Trek said, 'I want to boldly go where no man has gone before.' Well, 'I want to boldly close every deal before someone else does.'

Right now I have seven deals to close by the end of September and having gone through my soul searching, I now that I will be able to close three and the other four deals will not be closed until the end of November.

So for me, planning to close deals is about knowing that as I am working every day I am also picking up opportunities for new deals. So I am always working the phones, the emails, and making sure that I have a bank of prospects that I am constantly working. I think it was Arnold Palmer who said, 'the harder I work and practice my skills, the luckier I seem to get.' It's certainly true for me; luck comes through hard work and endeavor.

My strategy is to constantly be looking to see if I can get into other areas of an account. Like one of my large accounts for example, I am trying to get my champion to give me names of people in other departments that I can talk to so that I can keep spreading Super Service throughout their company. So stay focused, be persistent and remember, you are amazing!

Jeff Gee is President and CEO of McNeil & Johnson Learning Company. He is recognized as an outstanding speaker, motivator, instructor and consultant. Jeff has spent the last 20 years helping corporations reach and sustain excellence. A member of the National Speakers Association, consultant and author, he has co-authored books like "The Winner's Attitude", "The Customer Service Training Tool Kit", "Mission Possible", and "Investing Time". For article feedback, contact Jeff at jeff@mjlearning.com