

# How To Close A Sale

**S1:** A webinar can sometimes be a platform to sell another product. Using a webinar to do so provides a tremendous advantage for you as the speaker and the seller. However, it would only work if it were done right. For this module, you will learn 'How to close a sale'.

## How To Close A Sale

- Call to Action
  - All sales need a call-to-action
  - Must be done with conviction, eloquence, energy
- Provide information

**S2:** First and foremost, what a good sales pitch needs is a call-to-action. It is the most important element when you are selling something. In a sales pitch, subtlety doesn't work at all. What is important here is the urgency of the sale so it is necessary that you give the audience a sense of urgency. A perfect way to do that is a great call-to-action. It could be anything, "Get it now!" and "What are you waiting for?" Or it can relate to the product you're selling. For example, if you're selling a Facebook advertising lessons, you can say something like, "Get this product now and be on your way to be an advertising mogul!"

For a webinar, they can see you and hear your voice. This could be an advantage, as you are more personal with the audience because they can see and hear you, but

also a disadvantage if it were not done properly. When giving the call-to-action, you must deliver the message with conviction, eloquence, and energy. It would not help if you lack any of these three. The audience would not be convinced if you didn't sound like you yourself is convinced.

A good call-to-action also needs sufficient information. If you are selling a product, you must let the audience know where they can get it, how much is it, and of course, its features. If you do not do so, it would be confusing for the audience and they wouldn't be interested.

## Your Role As A Speaker

- Remember that it's about the audience
  - Not for you to boast
- Be a quasi-facilitator

**S3:** Essentially, your chances of closing a sale depend heavily on how you do as a speaker. If the audience were not impressed by what you've put on display, they would be harder to persuade. The first thing that you must always remember when giving a talk on the webinar is that the webinar is more about the audience than it is about you. Speakers tend to forget that when all eyes are on them. They would get carried away if they were not careful and use the stage as nothing more but to boast.

This may seem unlikely and easy to be avoided, but one can get pretty careless. Always remember your role as a speaker, which is to be a quasi-facilitator. You are there to give the audience a push and provide the needed knowledge to take action. They are your attendees because they want to learn, not to hear you bawl about yourself.

# Engaging the Audience

- Exercise
- Quizzes, challenges, & games
- Audience participation is crucial

**S4:** To make the audience comfortable with you, you have to engage with them. Audience engagement, in any talk, is crucial. If you want to close a sale in your webinar presentation, you can't engage with the audience just at that moment. It needs to be done during your presentation also. Plus, it would be a great advantage if you have audience involvement.

You can do a bit of exercise with the audience to capture their attention. During the presentation, you can make quizzes, challenges, and games. Giving them the chance to participate in the presentation will reel them in further deeper into the subject of your presentation. Audience participation ensures attention, so by having them hooked to your presentation, you can have them hook to you, the speaker, and that is a great leverage you can use to close a sale.

# High Impact Speech

- Short & taut
- Stick to the main focus of presentation
- Share testimonials

**S5:** Your presentation should be short and taut. This is especially important if you were a long-winded person. Too much talking may lead to a meander and you'd lose the audience if you do. Also, if you talk for too long, audience will lose interest in the

middle of the talk. So, keep your talk short. Besides, it is more impactful that way, too.

What is more off-putting than a long presentation is a long presentation that doesn't focus on the main topic. To keep your talk short and taut, always stick to the main focus of the presentation. Try your best to not meander from the main topic and lose the audience's interest. As I mentioned, always remember that the presentation is about the audience, not you.

It's best, too, to share testimonials. You would not win the audience's confidence if everything only comes from you. You have to share testimonials especially if you're talking about a particular product.

## Q&A Session

- Last 5-10 minutes for Q&A
- Repeat question after asked

**S6:** The Q&A part of the presentation is vital and it's perfect to end the presentation. With that said, it's also very important that you handle it well. The Q&A session is usually at the last 5-10 minutes. It shouldn't be too long as the presentation is considered to be over. Try your best not to extend this part too long.

For every question asked, you should repeat the question first before answering them. Do not answer the questions straight away as some of the attendees might've missed the question. Make sure that everyone is at the same pace as you before continuing. Repeat the question and make it clear before answering.

# Handling Difficult Audience

- For unrelated questions, explain that it's beyond the scope of topic
- For argumentative or hostile questions, answer then move on quickly
- Difficult questions may need long answers

**S7:** There are times that you have to deal with difficult audience. They might intimidate you and could potentially ruin your presentation. To handle this audience, it is almost similar to handling difficult audience in a live seminar. When an attendee asks a question unrelated to the presentation, kindly explain that it is out of the scope of topic and move on. Though it's tempting, but refrain from sarcastic remarks.

For hostile and argumentative questions, answer them and move on quickly. They are not worth your time, usually. Do your best to not get angry. Some people are just there to aggravate you. The Internet built bridges that connect the world and under these bridges, there are trolls. The only way to avoid them is to go above them and move on.

# Understanding Audience

- How you deal with people of varied personalities plays a huge role in determining your presentation's success

**S8:** You must understand your audience and you should know how to deal with them. There are many kinds of people in the world with many different things that appeal to them. This will become apparent during the Q&A session. A good speaker is a

speaker who knows how to communicate with all of them. You should know how to deal with all of them as the success of your presentation relies on it.

## Backend Selling

- Last 15 minutes saved for backend product selling pitch
  - Price slashing technique
  - Scarcity technique
- Must be relevant to presentation

**S9:** Selling a product in a presentation should be reserved at the last 15 minutes. This is called backend selling. Here, you can give your sales pitch. There are a few methods that you can follow to ensure a conversion like the price slashing technique where you give the audience a discount if they were to purchase the product. For the price slashing technique to work, you must tell them, best if display, the original prices and then the cut prices.

Another technique that proves to be successful is the scarcity technique where you make clear that the product you're offering is limited or for a limited time. The idea of this scarcity technique is create urgency. With this technique, the audience will feel a bit of push to purchase said product.

It's very, very important that the product is relevant to the presentation. Unrelated products would not sell, usually. If your presentation is on Facebook advertising and you're selling a personal development product, the attendees are likely to be unresponsive. Always be congruent in your presentation.