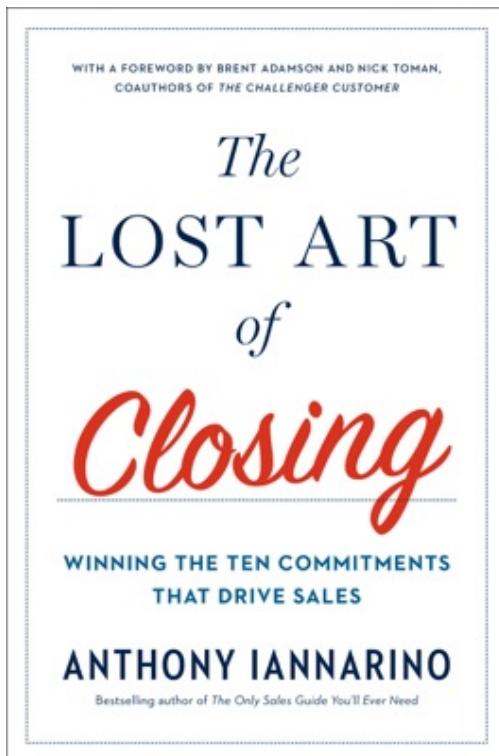


# Download The Lost Art of Closing free Anthony Iannarino (PDF, ePub, Mobi)



"Always be closing!" –*Glengarry Glen Ross*, 1992  
"Never Be Closing!" –a sales book title, 2014  
"?????" –salespeople everywhere, 2017

For decades, sales managers, coaches, and authors talked about closing as the most essential, most difficult phase of selling. They invented pushy tricks for the final ask, from the "take delivery" close to the "now or never" close.

But these tactics often alienated customers, leading to fads for the "soft" close or even abandoning the idea of closing altogether. It sounded great in theory, but the results were often mixed or poor. That left a generation of salespeople wondering how they should think about closing, and what strategies would lead to the best possible outcomes.

Anthony Iannarino has a different approach geared to the new technological and social realities of our time. In *The Lost Art of Closing*, he proves that the final commitment can actually be one of the *easiest* parts of the sales process—if you've set

it up properly with other commitments that have to happen long before the close. The key is to lead customers through a series of necessary steps designed to prevent a purchase stall.

Iannarino addressed this in a chapter of *The Only Sales Guide You'll Ever Need*—which he thought would be his only book about selling. But he discovered so much hunger for guidance about closing that he's back with a new book full of proven tactics and useful examples. *The Lost Art of Closing* will help you win customer commitment at ten essential points along the purchase journey. For instance, you'll discover how to:

- Compete on value, not price, by securing a **Commitment to Invest** early in the process.
- Ask for a **Commitment to Build Consensus** within the client's organization, ensuring that your solution has early buy-in from all stakeholders.
- Prevent the possibility of the sale falling through at the last minute by proactively securing a **Commitment to Resolve Concerns**.

*The Lost Art of Closing* will forever change the way you think about closing, and your clients will appreciate your ability to help them achieve real change and real results.\

**título** : The Lost Art of Closing  
**Autor** : Anthony Iannarino  
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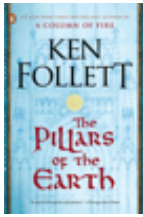
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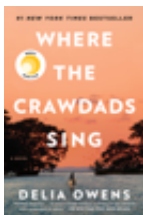


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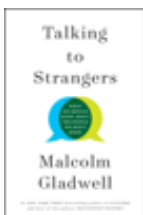


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