

Conquer the Art of Closing a Deal

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Top Signals that Show a Client is Ready to Buy



There's no doubt about it... selling takes skill. But, closing a deal takes even greater skill - and patience. Top rainmakers will tell you that they look and listen for **VERBAL** and **NONVERBAL SIGNALS** that a client is ready to buy. Once lawyers catch these signals, they move in to close.

The two most common buying signals are:

1. Positive body language.

The client may move from a negative to a positive body posture and begin nodding and smiling in agreement.

2. Statements or questions that indicate the customer is ready to make a deal.

The client's talk may include specific details about your service, or cost.

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If you're getting these signals from a client, but are still uncertain about whether it's time to close - you can ask him or her straight out. Say something like, "We seem to be close to an agreement. Do you have any questions?" If the client replies "no," follow through with the close.

Once the close is underway, **be sure focus on TWO or THREE benefits that will provide the most value to the client. Propose the commitment**, spelling out exactly what you want the client to commit to.

Of course, knowing how to close is one thing, negotiating a hard line buyer is another. Stay tuned for some **valuable bargaining strategies** in the next post.

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