

# **NEVER BE CLOSING**

## **How to Sell Better Without Screwing Your Clients, Your Colleagues, or Yourself**

**TIM HURSON and TIM DUNNE**

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The Web site for this book is at [www.never-be-closing.com](http://www.never-be-closing.com)

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**MAIN IDEA**

Traditionally, the first rule of sales was "Always be closing" – that is, always be doing trial closes to take the prospect's temperature and figure out how close you are to getting them to sign on the dotted line. Salespeople used to memorize a vast array of canned dialogues to try and close the sale. You just kept going until you found one that works.



Today, a far more effective approach is "Never be closing." Instead of memorizing trial closes, you should instead aim to "Always be useful." If you spend more time trying to help people solve their problems and seize opportunities, you'll find the sales will naturally follow without having to use strong-arm tactics, power closes or other tricks.



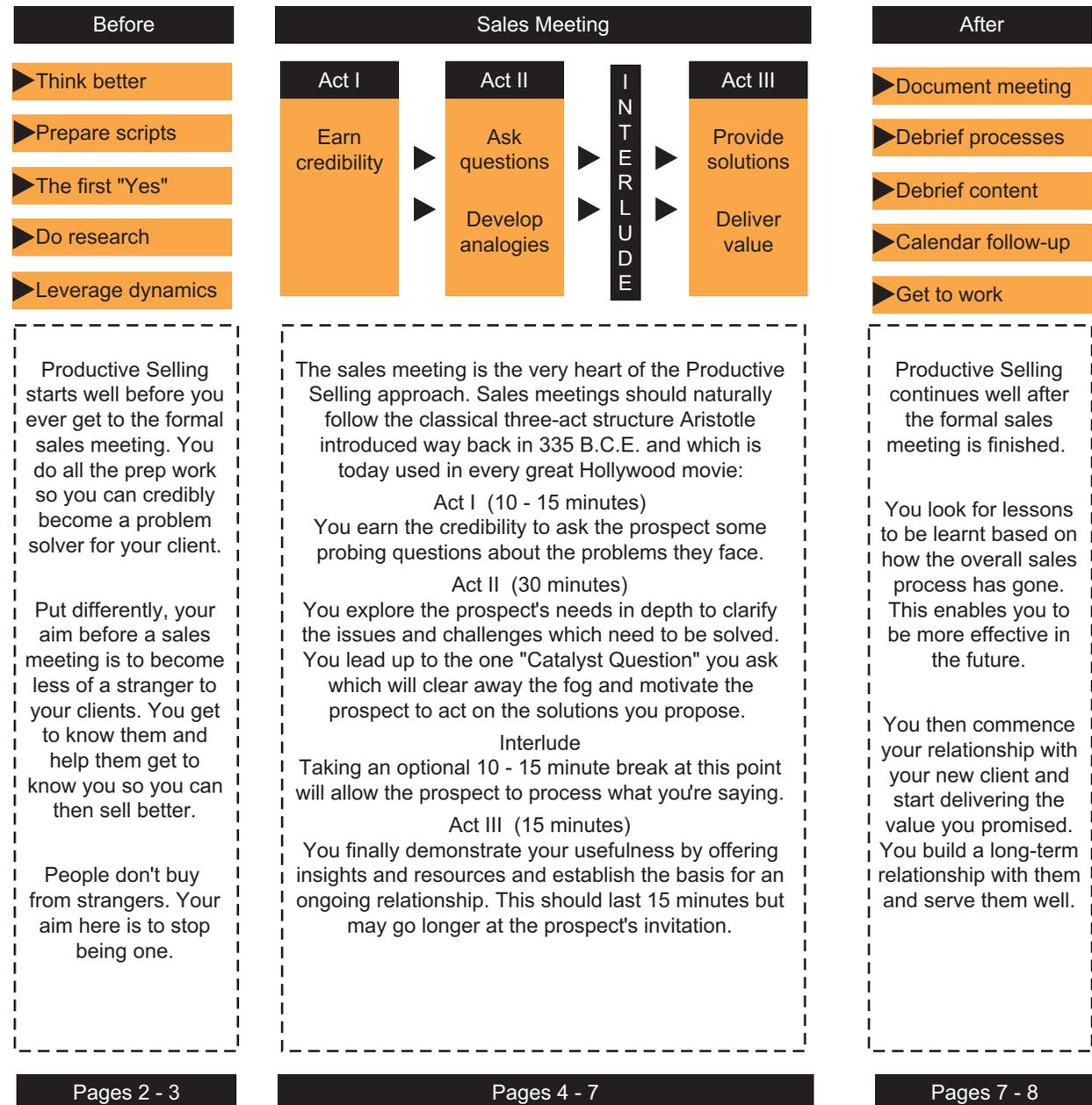
- ✓ Be credible
- ✓ Solve problems
- ✓ Identify opportunities
- ✓ Always be useful

The Productive Selling approach is to do things before, during and after sales meetings which are aligned with these guiding principles.

*"Our premise is that selling is not about the art of persuasion. Instead, the best kind of selling emerges naturally from your genuine interest in the person you're working with and your sincere desire to be of use. At its essence, Productive Selling is about helping people solve problems."*

– Tim Hurson and Tim Dunne

**The Productive Selling Approach**



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