

BONUS TIP:

Change The Way You Think About Your Closing Ratio

I always believed that the old adage, "Call on ten, get three appointments, close one sale" seemed bleak. So I changed my closing ratio to NINE OUT OF TEN. Here's what I mean. If I believe that I can help a client and that the client has the resources to allow me to help, I'll close that client EVENTUALLY. Maybe not today, maybe not tomorrow, maybe not this quarter. But sooner or later, sometime this year, I'll close that sale.