

## Consultative closing: simple steps that build relationships and win even the toughest sale

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### Abstrak

Traditionally strategies for closing sales have involved pressuring customers, countering their stalling tactics, and overcoming their objections -- behaviors that run in direct opposition to the philosophy of the consultative salesperson. On the other hand, consultative salespeople, afraid of damaging the relationship they've nurtured by appearing too aggressive, hope the deal will close itself -- something which rarely, if ever, happens.