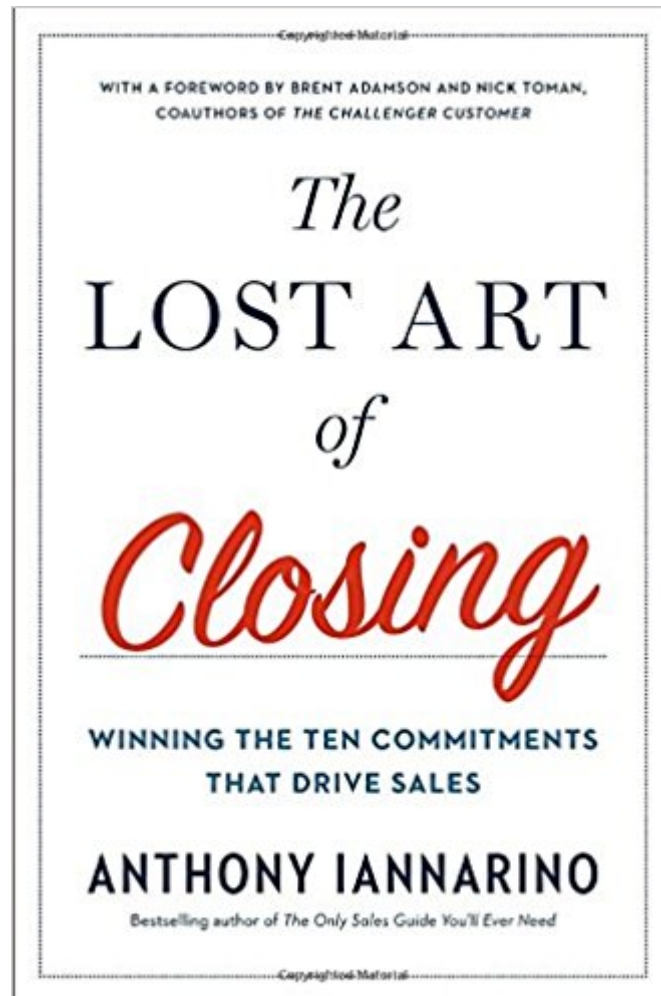




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# The Lost Art Of Closing: Winning The Ten Commitments That Drive Sales



## Synopsis

“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.

## Book Information

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## Customer Reviews

"In the footsteps of greats like Brian Tracy, Zig Ziglar, Jim Rohn, and Tom Hopkins, Iannarino has delivered a masterpiece for our age and a classic that will teach generations to come to achieve greatness." — JEB BLOUNT, author of *Fanatical Prospecting* and *Sales EQ* "The Lost Art of Closing" belongs on the shelf of every sales professional in every industry." — DANIEL H. PINK, author of *To Sell Is Human* and *Drive* "Iannarino blows apart the long-held beliefs about what it means to close by showing you that closing happens at each step of the sale. This is a book you will not just read but one you will be using to rebuild your sales process." — MARK HUNTER, author of *The Sales Hunter* and author of *High-Profit Prospecting* "This is the best content I've read on closing. My number one go-to sales guru Anthony Iannarino shows sellers exactly how to gain the commitments they need at each stage of the sales process... with language they can actually use to advance sales opportunities." — MIKE WEINBERG, author of *New Sales. Simplified.* and *Sales Management. Simplified.* "What you have been taught about closing is no longer going to help you win deals. You need to think and act differently. The ten commitments explained in *The Lost Art of Closing* are necessary and will provide you with a blueprint for winning your dream clients now." — ALICE HEIMAN, sales strategist "Too often your focus as a salesperson is on 'getting the order'. In the process, you forget to guide the customer on their buying journey, derailing yourself and eroding the value you create for them. *The Lost Art of Closing* is an indispensable roadmap for using commitments to stay on that journey with the customer, keeping you and your client in lockstep through a successful close." — DAVID A. BROCK, author of *Sales Manager Survival Guide*

Anthony Iannarino is the bestselling author of *The Only Sales Guide You'll Ever Need* and the founder of *The Sales Blog*, which draws more than 50,000 readers every month. He leads a high-performing sales team, speaks to sales organizations nationwide, and teaches part time at the

Capital University's Capital School of Management and Leadership. He lives with his family in Westerville, Ohio. [www.thesalesblog.com](http://www.thesalesblog.com)

I've seen Anthony speak and got a sneak preview of the content at our company meeting in May. The book solidified my understanding of the process needed to close a deal, or in the case to close the client to move to the next step/commitment. The book was an easy read with valuable information to move a sales along to signature and beyond. Thank you Anthony.

(Received a pre-release copy - but went on to buy another through the author's site so I can share it.) I fear, a little, that people who are not familiar with Anthony Iannarino's blog, The Sales Blog, might misinterpret the book's title as a repackaging of the old tired and worn closes sales pros learned in the 70s and 80s. May I assure you that The Lost Art of Closing is no such thing. It is a reframing of what it means to "close" in each step of the sales process. The problem with many salespeople today is an unwillingness to ask for a commitment from their potential clients. Part of the reason for this is fear. But part of it is because they haven't created enough value to earn the next commitment in the sales process. This book helps you develop a sales process based on creating enough value and the right kind of value for your prospect so that you can naturally and confidently ask for the commitment to the next step. I highly recommend not only this book but that you subscribe to his blog.

As an author of a bestselling book on closing myself, I eagerly anticipated Anthony Iannarino's new title The Lost Art of Closing: Winning the Ten Commitments That Drive Sales. Let me cut to the chase - this book is brilliant. Anthony Iannarino manages to accomplish the impossible by clearly defining a set of micro-commitments that are necessary to successfully close the sale - that apply to every type of sale. This is no small achievement. There are many different types of sales: B2B, B2C, complex, single-call, etc. Offering solid advice that works for every type of sale - let alone a very specific and prescriptive formula - is an extremely challenging task. Here Anthony's years of experience of writing daily for his blog (The Sales Blog) which serves a wide audience probably makes him the only person who could have written this book. The Lost Art of Closing refines the concept of "Sales Advances" as defined by Niel Rackham in his seminal work SPIN Selling and categorizes the types of micro-commitments necessary for the culmination of a successful sale. It really goes beyond this in fact, by suggesting a logical sequence to these commitments - again that apply to every type of sale. This framework is a massive benefit to sellers of all kinds. Right out of

the book addresses the number one challenge that salespeople tend to have - fear and reluctance - by offering what will be a paradigm-shifting philosophy for most readers. And that is that sales is service. Now that's my term, not his. Anthony describes it this way: "Selling isn't something you do to someone. It is something you do for someone and with someone." Customers are seeking a positive change of some kind and helping them make the micro-commitments necessary to achieve that positive change is an act of service. There is no reason to fear or hesitate when you are helping and in the service of others. Yet change - even positive change for the better - can be hard. So Anthony invests time in outlining a process that helps facilitate the positive change that customers want in their lives. In fact, one could argue that sales is more about helping customers navigate change than anything else, and Anthony addresses this in a most excellent fashion. Here are the ten commitments that drive sales:

1. The Commitment for Time
2. The Commitment to Explore
3. The Commitment to Change
4. The Commitment to Collaborate
5. The Commitment to Build Consensus
6. The Commitment to Invest
7. The Commitment to Review
8. The Commitment to Resolve Concerns
9. The Commitment to Decide
10. The Commitment to Execute

Anthony devotes a chapter to each of these commitments. The format he follows for each one is immanently practical and in a style that only Anthony can do. Each chapter offers discussion, philosophy and specific advice for the most common challenges in each area. Specific phraseology and sample vignettes are given for each commitment. Every chapter is very prescriptive and something that every sales professional will be able to comfortably adapt to their own style. I very much applaud this formula for both its structure and economy because I know how much it is desired and needed by sales professionals seeking to improve their game. I've seen a couple of comments suggesting that *The Lost Art of Closing* applies only to complex sales. I completely disagree with this. Even within a single-call close all of these elements still take place - albeit much faster. Dissect your calls and you'll discover that they are all there. And in that regard Anthony's formula represents an excellent way to analyze and refine the sequence and cadence of your dialog. Investing the time to do so will pay you handsomely. You may even discover that you were missing a step that has been holding you back. *The Lost Art of Closing* is simply a fantastic reference and tool for every salesperson new or experienced. I guarantee even the most seasoned veteran will find a way to improve in each of the commitment areas. My first time through the book I found myself saying "Wow, I'm going to read that again." Given that I read over 100 books a year (most of which are on sales) that's quite an accomplishment. And, Iannarino accomplishes this in an economy of words that is simply amazing. The style is outstanding and the book clips right along and pulls you through it. This book simply hits the bulls-eye. Tactical, specific and applicable advice

in a minimum amount of words. All in an area that every sales professional can find value. I defy any sales professional to walk away from this book without becoming a better version of who they are. Bang for the buck, books are the most valuable resource ever. And *The Lost Art of Closing* is among the best of the best ever. It's easily my favorite title of 2018 and I recommend *The Lost Art of Closing* to sales professionals both new and old. I give it my highest recommendation. Read it today. You'll be glad you did!

Hi I'm Douglas Burdett, host of The Marketing Book Podcast and I'd like to tell you about the book "The Lost Art of Closing: Winning the Ten Commitments That Drive Sales" by Anthony Iannarino. The author explains that the skills of sales have gone through three major periods: From the beginning of time or at least when people started trading, you needed to know how to prospect, present, and close. You still need to know how to do that. As the world moved into the Industrial Age, new skills were required, like differentiating your offering, diagnosing your clients needs, and negotiating. Those skills are also still required. And in this post-industrial age, additional new skills are required such as business acumen, change management, and leadership because in large, complex, business-to-business sales, it's not enough to offer a client a good product or service and then walk away. Many times you are asking that they change their way of doing something, and change is always difficult. Historically, books on closing have started with a premise that the final ask was the most difficult part of selling. Closing the deal was believed to be the most important and challenging part of selling. Every salesperson worth his salt had a copy of Zig Ziglar's *Secrets of Closing the Sale* and Tom Hopkins *How to Master the Art of Selling*, both of which subscribe to this idea, but today we live in different times that call for a different approach. The very idea of closing has changed so much that nothing that has been written before takes the new realities of sales and selling into account. The very word "closing" now signifies only one of the many commitments you need to gain to create and win new opportunities. Right now, a lot of people are giving salespeople the advice that they should never be closing, when in fact you now need to gain at least 10 commitments throughout your sales process. That's what this book is all about. The 10 commitments outlined in "The Lost Art of Closing" are those required to help your clients change and produce better outcomes. The very best sales people today are those who will continue to be in demand in the future are those who know how to create a compelling case for change and lead their clients through that process. And this is going to matter more and more as we move into a future of accelerating disruptive change. After reading this book

you'll come to understand an idea that is central to closing sales in this post-industrial era: Sales is not something you do to someone. It's something you do for someone and with someone. And to listen to an interview with Anthony Iannarino about "The Lost Art of Closing", visit [MarketingBookPodcast.com](http://MarketingBookPodcast.com)

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