

Additional Strategies for Closing Your SaaS Sale

*This is an extra resource to go along with the original article:
[The SaaS Guide to Closing a Sale](#)*

Here are two additional ways to close your SaaS sales:

Use Fear

Fear is a great way to motivate prospective customers into closing. If you haven't already, implement the following:

Send an email before the end of a trial to push users towards closing. Use the fear of missing out on a great deal to help you convert the user. Word choice is key here. Use phrases like "last chance" or "forever" or "don't wait until it's too late" to elicit FOMO (fear of missing out).

Add a countdown clock to create a sense of urgency and mild panic.

Show that someone else has recently purchased your product. Have a notification pop up on the site. Alternatively, you can show how many people are currently looking at or interested in your product.

Hit 'Em With Social Proof

Tied very closely to the last point is social proof. If you can show that other people have used your product successfully, social proof almost always converts.

In addition to adding testimonials on your website, be sure to send case studies to your mailing list periodically. Tell a story. Choose customers to profile who reflect a key segment of your audience. Don't forget to make a clear connection between the problem and your solution.