

SaaS Closing Tips

This is an extra resource to go along with the original article:

[7 Closing Tactics You Need to Try](#)

Here are a few things to keep in mind when closing a sale:

Personalize Your Close

Focus on the individual when attempting to close. Align their pain points with your solution.

Call Your Prospects

Instead of conducting everything online, get your prospective customer on the phone.

Embrace the Awkward Silence

Don't rush to fill the silence. Sometimes, your silence on a phone call can help to close a deal because you aren't pressuring the customer.

Lose the Script

Instead of following a script, create a list of basic points that you want to hit during your phone call with the prospect.

Don't Devalue Your Product

Discounts can reduce your product's perceived value. Avoid using discounts or coupons to woo new customers.

Follow Up

Don't forget to follow up with your prospects. Over half of prospective customers aren't converted because no one follows up with them.

Don't Force a Bad Fit

If the prospect doesn't align with your goals and you recognize it, don't force it.