60 sec

Close That Deal Checklist

Your 60-Second 'Close-That-Deal' Checklist

IMPORTANT: Please print this page and keep it close to your desk. Go through this checklist before any sales call or negotiation meeting.

1. ***NEEDINESS:*** *Yes you want the deal, but never be needy. Neediness is a weakness in business negotiations. Needy people lose control and make bad decisions.*
2. ***FOCUS:*** *Focus on the genuine need of your prospect. Highlight their need at least 3 times during the meeting.*
3. ***NO:*** *Never fear NO! At the beginning of the negotiation, tell them it's ok for them to say NO to your proposal.*
4. ***YES:*** *Be wary of an early YES. Skilled negotiators know that a YES can betray your neediness. Stay calm! Don't get excited. Challenge an early YES with a series of confirmations.*
5. ***MAYBE:*** *Never leave a meeting with a MAYBE. MAYBE is not a decision. Real decisions are YES or NO.*
6. ***CLARITY:*** *Some of the best deals start with NO. Whoever says NO needs to own their decision and give explanation when requested. NO creates clarity.*
7. ***REJECTION:*** *Never fear rejection. It's a sign of neediness. Only the needy feel rejected. The prospect has no power to reject you.*
8. ***COMPROMISE:*** *Trying hard to compromise is a sign of neediness.*
9. ***BEING LIKED:*** *Never have a need to be liked, to sound smart or be self-important. All these betray your neediness. Be clinical!*
10. ***CLOSE:*** *Never rush to close. A sign of neediness. Rather help them feel the pain of their need so THEY rush to close - not you!*

About the author: Siya Mapoko

Siya Mapoko is a businessman, best-selling author and investor. He is the author of *The Best Advice I Ever Got* and *Conversations with JSE AltX entrepreneurs*. He started his corporate career at Investec Asset Management in 2005. He was part of a 4-man equities trading team; making over R1Billion worth of trades on the JSE every day.

Today Siya is the CEO and Chief Research Officer at MRI, a boutique revenue and growth research agency. He helps companies find innovative ways to build cash reserves to organically fund their growth or to prepare for tough times. After graduating from UCT with BSc in Biochemistry and Honours in Chemistry, Siya enrolled for MSc and was seconded to GlaxoSmithKline in England to research drug development for Magnetic Resonance Imaging (MRI) Contrast Agents. Siya also has qualifications in Investment Analysis and Portfolio Management.

Since 2007 Siya has interviewed, advised and worked closely with over 250 CEOs and top executives of JSE-listed companies and multinationals. He occasionally lectures Business Science and MBA classes. As a speaker Siya has addressed diplomats (US, Austria, Belgium, France, Monaco and others); members of IoDSA; ACCA; JSE CEO Forum and conferences internationally. Siya has tested and used over 30 different ways to raise capital for new ventures. He has served on boards of companies and he currently serves on the Amy Biehl Foundation Trust board. Siya has donated over R1million worth of books to schools and non-profits. In 2010 he was honoured by the Johnny Walker Striding Man Society as one of 30 South African Striders. You can connect with Siya via email – siya@siyamapoko.com

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