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**May 23rd 2013: Keys To Identifying Customer**  
**Buying Signals and Closing The Sale**

One of the common topics sales and business professionals ask about in the workshops I conduct is how to be a more effective closer. They also ask about special closing techniques. The best time to close is when the prospect is ready to purchase or conduct business. Almost everyone gives some verbal and nonverbal signals when they are ready to purchase. The problem is that in many instances we don't recognize the buying signals. As a result, we allow the sales process to take longer than is really required, or miss out on the sale altogether. Tune in today's show to learn how to recognize verb

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