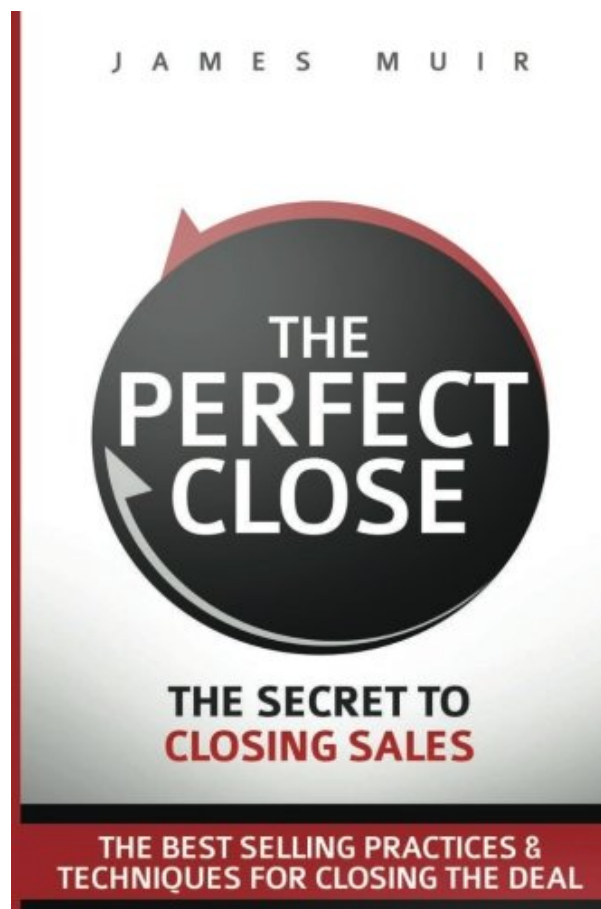


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About the Author

James Muir is a professional sales trainer, author, speaker and coach. As a Vice President at NextGen Healthcare he is in the trenches daily with reps educating, coaching and taking on the challenges of the day. James has shattered records as both a field rep and manager. His guidance comes from experience and the school of hard knocks. Three decades of experience has given James a fresh and practical perspective on what works in real life and what doesn't. James has an extensive background in healthcare where he has sold and spoken to the largest names in technology and healthcare including HCA, Tenet, Catholic Healthcare, Banner, Dell, IBM and others. James is the author of **The Perfect Close: The Secret to Closing Sales** that shows sales and service professionals a clear and simple approach that increases closed opportunities and accelerates sales to the highest levels while remaining genuinely authentic. James' greatest professional joy comes from working with new and inexperienced professionals. He is on a mission to teach how being genuinely authentic actually creates the highest levels of success and happiness. James is a fitness fan, a musician and an organic chemistry buff. He lives in the mountains of Salt Lake City with his wife, two sons and two dogs. Those interested in learning a method of closing that is zero pressure, involves just two questions and is successful 95% of the time can reach him at PureMuir.com.

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THE PERFECT CLOSE: THE SECRET TO CLOSING SALES - THE BEST SELLING PRACTICES & TECHNIQUES FOR CLOSING THE DEAL BY JAMES M MUIR PDF

If you want to discover how to close sales using the absolute best practice (one that's non-pushy, flexible, natural & easy to learn) then read this book.

Author James Muir shares unique insights on how 'closing the sale' can be done with a natural, non-pushy sales strategy that breaks the stigma often associated with professional sales.

Everything has changed. The latest science shows that old, counter-productive closing tactics backfire and hold you back. In The Perfect Close you will learn a closing method that is nearly always successful (in the 95% range). It's zero pressure and involves just two questions. It's a clear & simple approach that is flexible enough to use on every kind of sale at every given stage. It can be learned in less than an hour and mastered in a day. It is especially helpful for new and inexperienced salespeople and professionals who dislike the "stigma" of selling or find the selling process awkward or uncomfortable.

In The Perfect Close: The Secret to Closing Sales you will learn:

- A simple method to closing that is nearly always successful (95% range), is zero pressure & involves just two questions.
- How traditional closing techniques damage trust & what you can do remain on emotionally higher ground.
- How to close more sales in way that makes clients feel more educated, in control and see you as a facilitator & consultant.
- A proven and repeatable process for advancing sales that can be used in any kind of sale at any given stage.
- How to add continuous momentum & advance your sales in a way that results in more closed business & faster closed business.
- A natural way to close that doesn't require that you change your personality or become someone you're not.
- How to completely eliminate the stress & tension that some people feel when it comes to asking for commitments.
- How to add value on every sales encounter.
- Everything you need to know to advance every sale to closure

The Perfect Close represents the best practice in closing sales today. Apply it yourself and discover how this simple technique along with being genuinely authentic creates the highest levels of success and happiness.

This is more than a just a book. It's a sales training course that outlines step-by-step what you need to do to advance your sales to closure.

If you are new to sales, make this the first book you read. It will teach you how to be effective immediately and will literally teach you the rest of the steps in your sales process.

If you are an experienced professional looking for ways to improve your performance, this book will help take your closing skills to a whole new level.

SPECIAL BONUSES!

With this book you will get access to a myriad of complimentary online resources including: The Perfect Close Reference Model, The Perfect Close Mind Map, Opportunity Research Forms, Encounter Planning Forms, Sample Meeting Agendas, The 21 Closing Secrets Reference Guide, Special Reports and more.

Print them out and use these resources to help you while selling or just to refresh what you've learned.

My intent is to genuinely help you. This is a no-risk purchase. If you don't agree that The Perfect Close is the best practice for closing sales that you have ever read I will buy you the closing book of your choice.

Scroll up and Purchase The Perfect Close right now. Then jump right to Chapter 12 and you'll have the technique before the end of the chapter. Purchase The Perfect Close right now and discover for yourself how to close more sales.

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About the Author

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Most helpful customer reviews

3 of 3 people found the following review helpful.

Taming the Close

By John Crowley

At first glance, I thought not another sales book. I've followed James for years online and always enjoyed his content so I decided to buy the book and give it a read.

In the introduction, James gives the option to fast forward to the chapter on implementing the Perfect Close. As someone who has been in sales 20 years, I am very comfortable with the entire sales process - I jumped into the meat of the book. Wow was I surprised.

James does a phenomenal job of explaining the buyer's mindset and how a strategic choice of words can lower barriers and improve trust. So simple and I had never tried the technique or considered James' angle. I was so impressed with the simplicity of the method, I turned back to page 1 and quickly devoured the entire book.

If you are new to sales or a seasoned veteran, the Perfect Close is a "must read".

3 of 3 people found the following review helpful.

Do not read another sales book before you read this book.

By IM 24601

James is a great author but is obviously a determined student of sales. Since James started his career like many of us (transitioning from a non-sales role to one that is dependent on quotas, targets, and closing business) he has gone from a 'standing start' to sales mastery and now has shared the blueprint for best outcomes. This book is generous with information and detail and really does create a clear path to move careers to a place that one cannot get to without understanding the principles in this book.

This book will show you how to bring value at every stage of the process but, more importantly, you will learn a new definition of value- that is to say, you will see value from your client perspective. This is a sustainable difference maker in the day-to-day sales process but over the life of a career, it will put money in your pocket. I am not paid for this review- it is an honest review of the value that I see in the book.

2 of 2 people found the following review helpful.

Brilliant! I can't wait to put The Perfect Close to use!

By Elisabeth Kuhn

I was reading this book on my Kindle, curled up in my favorite relaxing reading spot, and literally jumped up and ran to my computer so I could take notes - lots of notes. The bookmarks just weren't good enough! I wanted a way to find all the high points and examples quickly so I could put them to use!

I can't remember having ever been this excited about a book! The Perfect Close is brilliant - and I can't wait to put its techniques to use. Considering I read it over the Christmas holidays (Can you believe that?), I couldn't put the darn book down until I had read the last page).

Here's the scoop:

Muir's "Perfect Close" technique is simple and brilliant, especially since he provides quite a few variations and examples. And that would have been enough for 5+ stars for the book. But he doesn't stop there! He also guides us through the entire sales process to a successful close, in great detail.

This includes how to create a solid relationship with the prospective client and bring true value to any sales encounter, complete with approaching any sales encounter with the right mindset and the right kind of preparation! He even shares a powerful pose that will help you signal that you do indeed have the right mindset!

Another thing I really liked: Muir is so encouraging towards people who are relatively new to sales (including me) - and provides many examples of how they can succeed - and do so easily. This is something that really differentiates his book from many other books on sales and closing.

It's also a book (as some reviewers have noted) that's written primarily for B2B sales people, especially those selling to large companies, but much of the information applies just as much to entrepreneurs selling their products and services to smaller companies and fellow entrepreneurs - and even individuals. I'm going to

recommend this book to anyone I know who's in sales.

While reading this book, I cringed at the mistakes I have made. But I also got really excited as I realized it showed me exactly how to do MUCH better in the future. It's a total game changer!

One tiny drawback... The book is much longer than I had anticipated. If I had seen that it was 300 pages long, I wouldn't have bought the Kindle version (long books can be kind of unwieldy on Kindle, especially if they're kind of technical and there's a LOT of detail I want to have at my fingertips). Needless to say, I didn't know, and I'm so glad I bought it and have the information NOW! I just kept wondering why it took so long to get through it... and I'll probably buy the physical version as well for easier access.

See all 77 customer reviews...

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