

GUIDE

Close more deals: Dos, don'ts, and winning sales techniques



Closing a sale is everything.

It's how revenue is generated and how months of effort, strategy, and tactics come to fruition. It's not just a crucial part of hitting quotas — it's the lifeblood of business growth. Yet, the process of getting a prospect to sign on the dotted line is anything but straightforward.

In this volatile economic landscape, deal cycles are longer, decision-makers are scrutinizing their spending, and competitors are trying to steal your win.

As a result, getting to a “yes” often demands patience, persistence, and precision. The high-stakes nature of closing a deal makes it one of the most stressful aspects of selling — but it doesn't have to be. With the right approach, you can streamline the process and boost your success rate.

This guide is designed to arm you with practical strategies, closing techniques, and insights on how to leverage AI to improve your performance.

Keep reading to learn:

- 7 different methods you can use to close a deal
- The dos and don'ts for effectively closing deals
- Examples of how you can use AI to ensure your success



01

7 methods you can use to close a deal

There's no one-size-fits-all approach to closing a sale. The best method depends on your prospect's preferences, pain points, and priorities.

However, these tried-and-true techniques offer a solid foundation for getting to closed-won — start by finding the type that's best suited for your prospect:

Assumptive close:

Act as though the deal is already finalized. For example: "When would you like to start the implementation?" This positions the close as a natural next step.

Puppy-dog close:

Let the prospect "try before they buy." This works well for software demos, free trials, or sample offerings.

Scale close:

Offer multiple options to frame the decision. For instance: "Would you prefer the standard package or the premium plan?"

Scarcity close:

Highlight limited availability to create urgency: "This offer is valid until the end of the quarter."

Summary close:

Recap key benefits and ROI before asking for the commitment: "Based on everything we've discussed, your team will save 20 hours a week and increase output by 15 percent. Can we finalize this today?"

Question close:

Pose direct, open-ended questions to uncover lingering objections: "What's holding us back from moving forward?"

Empathy close:

Align with your prospect's concerns and address them head-on: "I understand that budgeting is tight this quarter, but let's discuss how this investment can save you money in the long term."

02

Closing dos and don'ts

Mastering the art of closing requires focus and finesse to ensure that you stand out from competitors. Here are essential dos and don'ts to refine your approach:

✓ Know the customer

Sellers often focus on their own goals instead of their customers' needs. Instead, build trust with a personalized approach. Conduct thorough research and use discovery calls to understand your prospects inside and out. Revenue AI can help analyze key pain points and priorities discussed during calls.

✓ Know the decision-maker

Ensure you're talking to the right people by multi-threading. By engaging stakeholders early, you can identify the decision-maker and focus your efforts on addressing their priorities. Tailor your messaging to resonate with the individual who ultimately approves the purchase.

✓ Rely on your executives

When a deal stalls or competition heats up, bring in an executive sponsor. This signals to the prospect that their business is a top priority and provides additional credibility.

✓ Address any outstanding objections

Prospects often hesitate because of concerns — pricing, timing, or internal challenges. Prepare solid, value-driven responses to common objections. For instance: "Our solution may cost more upfront, but it saves you X dollars over three years compared to your current setup." Being ready for pushback demonstrates expertise and builds confidence.

✘ **Talk more than you listen**

While it's tempting to dominate the conversation, listening is crucial — especially during closing. Use revenue AI to measure your talk-to-listen ratio and provide insights. Ensure every word you say adds value and makes the prospect feel heard.

✘ **Push too hard or too fast**

Rushing the close before addressing objections or fully articulating the value of your product can alienate your prospect. A quota-driven approach might make you seem desperate and undermine trust. Instead, focus on timing and thorough preparation.

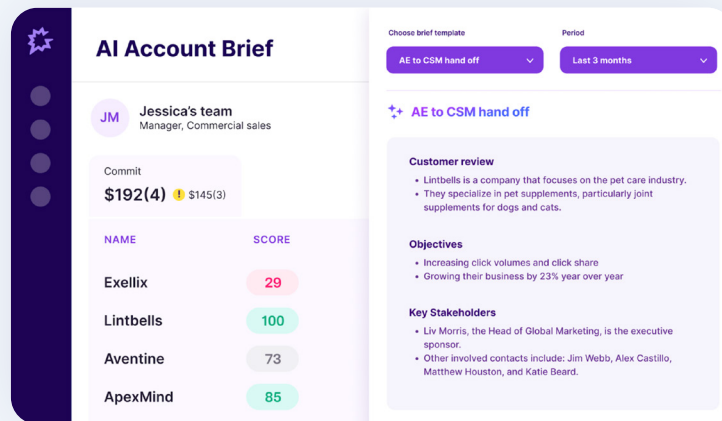
✘ **Fail to ask for the purchase**

It might surprise you how often sales reps avoid asking directly for the sale. Don't dance around the ask — be clear, confident, and concise. For example: "Are you ready to move forward today?" Buyers waffle when faced with multiple vendors and may put off making a final purchase decision. Remember that if you're vague, other sellers may not be.

Use AI to improve closing tactics

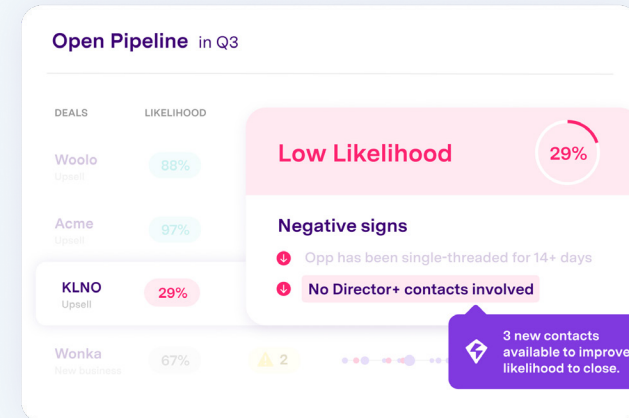
The path to winning a deal hasn't changed — you still need to convince your prospect to say “yes” at the end of the day. But revenue AI technology has revolutionized how sales teams approach closing. By providing actionable insights and streamlining workflows, revenue AI can help you move deals forward and close more effectively. Here's how you can use it to minimize issues during the process, save time, and tailor your strategy to each prospect:

Put an end to telephone tag forever and transfer knowledge seamlessly:



Gong AI Brief lets you get anyone up to speed on the relevant account, deal, or call context for a given situation. It helps you expedite handoffs to managers so they can help push deals over the finish line, get quick access to info for an upsell, and much more.

Get a holistic view of deals — and what's in striking distance:



Gong **Deal Boards** give you complete visibility into **deal activity, potential revenue, and risks**. Plus, **deal likelihood scores** can alert you to red flags like limited buyer engagement, so you can address potential issues before it's too late.

Receive objective AI-driven recommendations for deal management:



MELISSA

Okay, perfect. Sounds good. Elaine, I'll follow-up with you to get a list of 25 AEs for the pilot that starts on April 27th.

Next Step

Follow up with Elaine and send the meeting invite.

Generate email

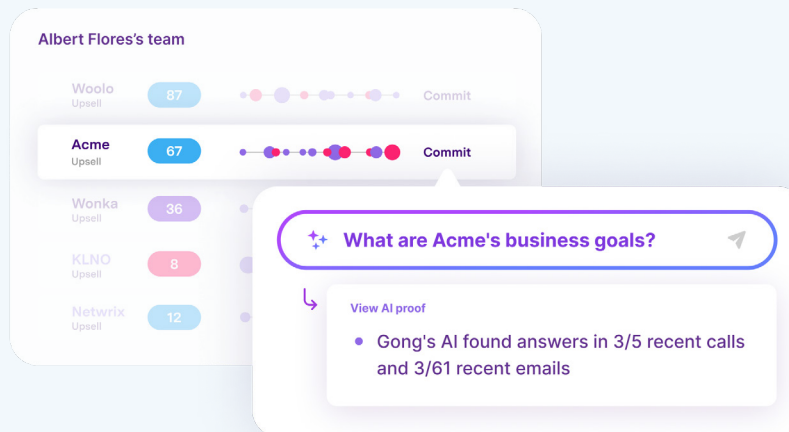
45% of sellers have one or more critical action items fall through the cracks each week. But when action items like follow-up emails or tasks are completed, win rates almost double. **Gong-recommended to-dos** help sellers never miss those “deal-winning” action items.

Set yourself up for closed-won:

The screenshot displays the 'AI Methodology Playbook' interface. On the left, a list of upsell opportunities is shown for 'Albert Cruz's team', including Woolo, Acme, Wonka, KLNO, and Netwrix. Each entry has a progress bar with letters M, E, D, D, I, C, C. On the right, a detailed view for 'Acme' is shown, including 'Upsell · \$24,000 · Validation', a progress bar, 'Metrics' (In progress), and 'Suggested Notes' with a 'Save' button.

You can manually fill in the details of your chosen methodology, or you can use **Gong AI playbooks** to automatically detect if relevant topics were discussed during buyer conversations.

Enhance your closing preparation:



With **Gong Ask Anything**, you can instantly access critical deal information. Questions like “Who is the decision-maker?” or “What are the buyer’s top priorities?” are answered in real time, helping you tailor your closing strategy to each prospect.

Win more often by transforming your close workflow

Closing a sale will always be an uphill battle — but you don’t have to spend time working on the wrong deals or chasing down the details that will secure a win.

You can increase your win rates and drive significant revenue growth by employing the right tactics, avoiding common pitfalls, and leveraging cutting-edge AI technology like the **Gong Revenue AI Platform**.

Whether it’s identifying at-risk deals, addressing objections, or refining your sales methodology, Gong equips you with the insights you need to close with confidence.

Ready to elevate your sales game?



Get a demo of the Gong Revenue AI Platform to see it in action.

