

THE CLOSING

Conclude flawlessly appointments and sales

Objectives

- ☞ Techniques to revitalize on body and layout closing
- ☞ Acquire reflexes to manage your sale closing

Concerned people

- sales person

Knowledge required

Communication abilities

Duration

1 day, possible to be individually coached

Pedagogy & Practice

- ☞ Very pragmatic tools and playful pedagogy
- ☞ Experience shared between participants.

Practice :

- Case study (from the participants or suggested)
- Simulations
- Self-evaluation form, and improvement plan

Know-How acquired

☞ **Know what is slowing down decisions**

☞ **Conclusion strategies**
Be compliant with the sales actions plan
What to commit : Ideally or back-up plan.

Closing techniques :

- ☞ Conclusion possibility ?
- ☞ Agreement ? (closing heart)
- ☞ Why (win-lost)?
- ☞ Ice breaking

☞ **Conclusion possibility ?**

Detect the right time to close :
1st caution : non verbal signals
2nd caution : Joker sentence!

For each technique below:
Presentation of the method, practice with role-plays.
Advantages and limits for each method

☞ **8 closing techniques**

- « Direct »
- « Do as if »
- « Emergency »
- « Deferred order »
- « Opportunity »
- « Alternative »
- « Minor choice »
- « Return on investment »

☞ **Why ?**

Know anytime possible the (non) choice reason.
How to flawlessly ask this question ?

☞ **Ice breaking**

How to secure the closing?
Example: reassurance, friendly discussion, etc.