



SALES CLOSING TECHNIQUES

Course Outline

Course overview and duration

In any sales situation, closing the sale is by far the most important factor. Too often, however, this crucial aspect of the selling process is overlooked or misunderstood, and the hard work that has gone into researching, planning and building up to the sale is wasted by the sales person's inability to close the sale effectively.

Top sales people are usually expert at closing their sales. They understand that building up to a close is a complex process, and that it involves securing a series of commitments (or smaller closes) as you progress along the various steps of the sales process.

Who will benefit from this course?

This one-day course is designed for anyone who is new to selling and who wants to learn tried and tested techniques that will establish the foundations for a successful sales career. It is also ideal for experienced sales professionals, who want to enhance their current approach by learning how to become more effective in closing their sales.

What you will learn:

- Researching and analysing your clients' business needs and issues to strengthen your position in the close.
- Preparing for all possible outcomes, such as client objections and stalling.
- Using persuasive language to favourably influence the outcome of a deal.
- Four techniques that are recognised as being highly effective in sales closing – Assumptive Close, Option Close, Suggestion Close and Urgency Close.
- Action-based closing of the sale and how to progress to the important next steps.
- The art of negotiating a 'win-win' outcome.
- Developing repeat business and expanding your client base within organisations.

All delegates will leave the training with a personalised action plan.