

Closing Is A Process – *Not a Point In Time*

Gaining Commitments to Action/Closing

ONLINE | SELF PACED COURSE



LESSONS

- 1) How to Use This Course
- 2) Introduction
- 3) Trial Closing
- 4) Buying Signals vs. Danger Signals
- 5) Asking For the Order
- 6) Perseverance
- 7) Closing Styles and Behavioral Styles
- 8) Knowledge Assessment

How to help your prospect make a commitment so you each benefit.

IN this course we will discuss a variety of techniques for gaining little commitments from a prospect to facilitate the decision process and advance the sale. You will learn the difference between low pressure and high pressure closing styles from the prospect's viewpoint. Learn - when to ask directly for the order, how to use a summary close, who would respond best to an alternate of choice decision, and why using Ben Franklin's method for weighing pros and cons can work wonders for indecision. You'll see which closing method is most effective with different behavioral styles. You'll also learn how to recognize buying signals, both verbal as well as non-verbal in nature, and what to do with them when they occur. We will also consider what to do if the prospect says "no thanks" and how to overcome objections when closing.

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