Building & Closing the Sale: Proven Methods for Closing Sales (Revised Edition)

Course Specifications

Course Number: CCT–004_rev4.0
Course Length: Self-study or Classroom Training

Course Description

The 50-Minute Manager Series was designed to cover critical business and professional development topics in the shortest time possible. Our easy-to-read, easy-to-understand format can be used for self-study or classroom training, or even office training. With a wealth of hands-on exercises, the 50-Minute books keep you engaged and help you retain critical skills.

Set the stage for an easy and effective closing transaction every time. Learn techniques to build rapport with your prospects and guide them to a successful close. Address questions and objections with confidence. Strike the right balance between listening and speaking. Tailor your sales demonstrations to each client.

Course Objective: The learning objectives for Building & Closing the Sale are listed below. They have been developed to guide you, the reader, to the core issues covered in this book.

The Objectives of this book are:

- To increase your chances of consistently successful sales by building rapport and trust
- To learn how to address questions and objections with confidence
- To show you how to tailor your sales demonstration to each client
- To teach you how to ask the right questions and keep your prospect’s attention

To find out more about all of the products and services from Masterskill, please visit www.masterskill.co.za
Course Outline

Course Content

Part 1: Building Rapport
- Closing: An Essential Chapter of the Selling Process
- Rapport = Trust
- Pre-Interview Trust Builders
- Communication Techniques That Build Trust
- Opportunity: A Favorable Juncture of Circumstances
- Finding Something in Common Is a Myth

Part 2: An Ethical Approach to Closing Success
- Uncovering Prospects' Needs
- Ask a Provocative Question
- To Obtain the Keys to Fort Knox, Use a Take-Away Transition
- Avoid the Product or Service Trap

Part 3: Ask In-Depth, Probing Questions
- Producing Profitable Interactions
  1. Ask Open-Ended Questions
  2. Phrase Questions Carefully
  3. Rephrase and Redirect to Maintain Control
  4. Deal with Negatives Head-On
  5. Use the Most Powerful Principle in Communications

Part 4: Demonstrations That Close
- The Demonstration Phase of Closing
- Appeal to Your Prospect's Emotions
- Three Important Rules
- Give Intellectual Proof
- Ask Trial Closing Questions
- Answer Objections as Questions, Not as a Roadblock to Your Sale!
- Beginning the Close

Part 5: Closing Is a Process
- Finalizing Your Sale
- Recognizing Buying Signals
- Create a Sense of Urgency
- Just Ask!
- Summary
- Additional Reading

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