

## 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

## 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