

CLOSING THE DEAL

Duration: ½ Day (pm)

Workshop introduction:

The ability to 'close the deal' often relies heavily on confidence and knowledge, but how do we develop confidence and knowledge? An often neglected part of the sales process knowing when and how to close the sale is probably the most important skills required. Missing buying signals and overselling the product can often lead to failure. This focussed and role-play based workshop will help delegates to build that confidence and develop the right kind of knowledge to establish exactly when and how to close that sale!

Core competencies developed during this workshop:

- Building knowledge and confidence
- Defining what kind of person you are talking to
- Use of language, building rapport and establishing control
- Questioning and listening skills
- Closing the sale

Workshop Content:

Session One: Building up to the close

- Welcome, introduction & review personal objectives
- Knowledge builds confidence
 - know your stuff!
- What kind of person are you talking to?
 - Defining personality types and how to handle them
- Gaining and maintaining rapport with your prospect
- Developing adaptability
- Powerful questioning skills
- How to 'really' listen
 - using the prospect reply to your advantage

Session Two: The close

- Moving to close confidently
- Using powerful language
- Triggering positive responses
- Matching needs
- How to read buying signals
 - Controlling the sale
- Assertiveness versus being too pushy
- How many ways are there to close?
 - Deciding which close to use and when
- The 'trial' close
- The final close
- Gaining agreement and commitment
- **Training exercises** ~ delegate skills practise throughout the session
 - Individual and group analysis & feedback
- Summary, review personal objectives & close