

“Closing the Deal”

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We are great at asking the right questions.

We are great at determining the clients training needs.

We are great at putting together the proposal.

But, how good are we at selling it?

What are We Covering Today?


- Planning the Agenda for the First Meeting
- Are you meeting with the Decision Maker?
- Identifying the Decision Maker.
- Is he or she a “Buyer or a Liar?”
- Non-verbal buying signs.
- Silence in the sales process.
- Ask for the business.
- What if they say **No?**



Your 1st Meeting (Prep)


The Agenda

- Questions for the Meeting
- Tough Questions - Budgets
- What is the Decision Process?
- Will the Decision Maker be at the 2nd Meeting?
- Appointment for 2nd Meeting



The Tough Questions (1st Meeting.)

- Are you meeting with GOD?
- Don't Expect Them to sell You!
- Do they have training \$\$ in their budget?
- What is their timeline?
- Have them explain the decision process.
- Commitment for 2nd meeting with the DM.
- Agenda for 2nd meeting



The 2nd Meeting "Closing the Deal"

Before You Start the proposal.

- Re-cap the last meeting.
- Ask them, "has anything changed since we last met?"
- Make sure the DM is there.
- Start the proposal.



Non-verbal buying signs:

- Are they nodding?
- Do they seem engaged?
- Do they understand?
- Are they highlighting the proposal. (Could be good or bad)
- Pick up on their interest. Make notes. Use in re-cap.



OK! You have presented the proposal.


- Ask them for the business.
 1. I would like you to become our client.
 2. Does this meet your needs?
 3. How does this sound?
- Answer any questions. Go Back to step 1
- Now is when you stay silent.
 1. Wait for their answer. (Shut-Up)
 2. Resist emphasizing any points.
 3. Don't take silence as a NO!



They said, Yes!

- Pull out the contract and have them sign it.
- (Stay silent)
- After signature, tell them the next step.
- Thank them and leave.


Celebrate!
Call and set 5 appointments.




What if they say **NO** ?

- Ask why. Handle the objections.
- Feel, Felt, Found
 1. I know how you **feel**.
 2. My other client **felt** the same way.
 3. What they **found**, is after making the investment in training their ROI was

Now what?



- Ask them for the business.
 1. I would like you to become our client.
 2. Does this meet your needs?
 3. How does this sound?
- Now is when you stay silent.
 1. Wait for their answer. (Shut-Up)
 2. Resist emphasizing any points.
 3. Don't take silence as a NO!



If they say, **Yes!**

- Pull out the contract and have them sign it.
- (Stay silent)
- After signature, tell them the next step.
- Thank them and leave.

Celebrate!

Call and set 5 appointments.




If they say NO ?

- Ask why. Find out the objections.
- **Feel, Felt, Found**
 1. I know how you feel.
 2. My other client felt the same way.
 3. What they found, is after making the investment in training their ROI was

Now what?
Ask them for their business.



Questions?



Thank you.
