

# FUNDAMENTALS OF CLOSING

for B2B Sales Professionals & Business Owners

SALES *expert*

**LOCATION:** Riverbank Discovery Centre, #1-545 Conservation Drive, Brandon, MB

**DATE & TIME:**

Friday, December 12th, 2014. Registration is at 8:30am sharp. Workshop begins promptly at 9:00am and is adjourned at 4:00pm.

- 9:00am **Review Workshop Objectives**
- The objective & importance of closing
  - The Sales Machine Defined
  - Selling to business is not the same as retail
  - How and why you need to customize your sales process
  - Techniques to help you close more, faster
  - Planning your next close

- 9:30am **The Sales Machine Defined**
- Qualifying leads
  - Making a connection
  - Sales presentations & closing
  - Sales skills

- 10:00am **WORKSHOP BREAKOUT**  
Facilitator to provide questions related to your current approach to business development and goal setting.

10:15am **COFFEE BREAK**

- 10:30am **Objective & Importance of Closing**
- What closing is and what it isn't
  - Why closing is so important
  - What you need to accomplish prior to asking for an order

- 11:00pm **Selling To Business Is Not The Same As Retail**
- B2C vs B2B selling - what's different?
  - Business buying cycles
  - Business buying signals
  - Hot buttons for business buyers

- 11:45am **WORKSHOP BREAKOUT**  
In groups of two or three break out and help each other identify the buying processes & buying cycle of your most ideal clients. Facilitator will provide a template to work through.

12:15pm - LUNCH

- 1:00pm **How and Why You Need To Customize Your Sales Process**
- Patience will be rewarded
  - The discovery process fills your closing tool box
  - Setting up the trial-use close
  - Closing as an Account Manager

- 1:30pm **WORKSHOP BREAKOUT**  
Break out into a couple of groups and brainstorm on closing opportunities.

- 2:00pm **Techniques To Help You Close Better**
- 'You Need, You Want' close
  - Trial and Test Closing
  - Your closing tool kit
  - Stories & methodology

2:30pm **COFFEE BREAK**

- 2:45pm **WORKSHOP BREAKOUT**  
Identify examples of how you could immediately implement closing techniques learned in the workshop to your everyday activities.

- 3:15pm **WORKSHOP BREAKOUT**  
Develop your new sales process of 25 connected closes. Overlay these closes against a calendar.

3:50pm **Review Of Deliverables**

4:00pm **Meeting Adjourned**