

# MAKING THE SALE:

## FUNDAMENTALS OF CLOSING

SALES *expert*

**LOCATION:** Best Western Hotel - 1714 Pembina Highway

**DATE & TIME:**

Thursday, December 3rd, 2015. Registration is at 8:00am sharp. Workshop begins promptly at 8:30am and is adjourned at 12:00pm.

8:00am **Registration & Networking**

8:30am **Review Workshop Objectives**

- The objective and significance of closing
- Valuable techniques to help you close better, faster
- The significance of setting up your sales presentation and closing sequences properly
- An example of a detailed process for closing an inbound lead

8:45am **Closing Defined**

9:00am **"The Obvious Closes" Some People Forget**

- Display
- Professionalism
- Expertise

9:15am **Sales Process Fundamentals**

- Qualifying leads
- Making a connection
- Sales presentations
- Sales skills review

9:45am **WORKSHOP BREAKOUT**

Initiate your own closing sequence

10:00am **COFFEE BREAK**

10:15am **10 Tips for Closing an Inbound Lead**

- Slow them down
- Power questions
- Be invited to make your presentation
- Trial & Test Closes

11:00am **WORKSHOP BREAKOUT**

Initiate a check-list of tools required for closing

11:30am **Closing Toolbox - Advanced**

- Customer service policies, procedures
- Case studies
- Multi-optional proposals
- Closing sequence preparation

**NOON - LUNCH IS SERVED**

Participants are invited to stay to work with the facilitator in developing their new closing process until 3:00pm