

E-LESSON #23: Closing

MANAGER OR FACILITATOR MEETING GUIDE

NOT FOR DISTRIBUTION TO SALESPEOPLE



If you don't ask for the client's business, you won't get it.

The purpose of this lesson

- To give your salespeople the tools they need to efficiently and effectively close sales.
- To review techniques for closing long-term business.

E-Lesson #23: **CLOSING** emphasizes the importance of asking the client for his business. In this lesson we will cover several proven closing techniques, including

- Direct close
- Summary close
- Assumptive close
- Minor point close
- Standing room only close
- Pen close
- Make me an offer close

How to effectively deliver this lesson

1. Distribute the General Agenda for E-LESSON #23: **CLOSING** to your salespeople before your sales meeting. Ask your salespeople to read the article before the meeting.
2. Download the video segment for E-Lesson #23 and make preparations to use it during your sales meeting.
3. Cover the information in the article. Ask your salespeople to discuss their current methods of asking for long-term business.
4. Distribute the Worksheet for Salespeople for E-LESSON #23: **CLOSING**.
5. Give the salespeople 10 minutes to fill out the sheet.
6. Collect all worksheets.
7. Examine worksheets. Again, stress the importance of asking for long-term contracts. From the answers on the sheets, try to determine which of your sellers, if any, need assistance with asking for long-term business.

8. Accompany your salespeople to local direct client meetings and watch for awkward or clumsy closing attempts.
9. Follow up in the next two weeks and make certain that your salespeople are discussing long-term contracts with current clients.
10. Try role playing as a way to get salespeople used to using multiple closes.
11. Continue covering ROI and The Mediator™ in sales meetings.
12. Continue educating salespeople on the difference between good and bad advertising. Consider putting up a “Wall of Shame” somewhere in the building. On this wall, post cliché-infested scripts. Highlight the cliches.

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