

Closing the Sale



Pre-Closing, Closing and Silence. Best Practice Techniques to Show Your People How to Help Customers Make Buying Decisions and Close More Sales Using These Vital Sales Skills.

Interactive Bite Size Coaching Pack with Simulation

Description

Closing – the great moment in the sale when the customer says Yes! The most talked about of all sales skills and behaviours. Indeed some people will have you believe it is some mystical technique made known to only a few specially selected sales people.

‘**Closing the Sale**’ integrates team and personal exercises with simulation to show people how to:

- **Pre-Close** – testing if the customer is likely to say yes before asking for the business.
- **Use four different closing techniques** - direct, assumptive, alternative and concession - to close more sales and find out which technique will work best their customers.
- **Manage silence** - why professionals remain silent once they have asked for the business and how to manage the silence as the customer gets ready to say yes.

Participants will leave this event ready to test closing techniques in their personal roles.

Simulation Content

‘**Closing the Sale**’ challenges participants to close the business in two account simulations. The opportunity is there in both cases, but participants really have to think about if they should use a pre-close, when they should close and the right closing technique to win the business. Typical situations that sales people in any business sector could face.

Feedback is provided on every decision, plus sales results and scores on key closing behaviours. Successful or not, participants will see how they can use these skills to close more business in their personal roles.

What You Will Receive

The easy to use ‘**Closing the Sale**’ Bite Size Coaching Pack comes complete with professionally prepared materials that include:

- Closing the Sale business simulation
- PowerPoint slides
- Coaching guide
- Coach’s notebook
- Participant notebook
- CD containing the simulation, PowerPoint slides and PDF files of all materials **which you can print from the disc as often as you wish.**

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How the Programme Works

This powerful and effective **Bite Size Coaching Pack** is designed to last between **90 – 120 minutes** and to be delivered in three stages:

Stage	Activity	Outcomes
Coaching Time: 45-60 Minutes	The coach takes the participants through the programme. This integrates lecture and debate with practical projects and personal exercises. PowerPoint slides, detailed coaching guide and notebook are provided for the coach. Participants have a detailed notebook to use and retain.	The content drives new skills, knowledge and behaviours which are practised in the simulation. Group and individual projects challenge participants to think how they will implement this new learning in their personal roles.
Simulation Time: 30 minutes	Participants are challenged to make decisions on realistic situations they are likely to face in their personal roles. They debate each decision and reach consensus on the best option. The debate is a highly effective step in the learning process. We recommend that participants work in teams of four. However, the simulation works effectively as a one on one coaching aid.	People learn from the experience the simulation creates - reflecting on the decisions they have made and their consequences. This unique approach embeds learning, achieves high levels of retention and – most importantly- gives people the confidence to apply these skills in their personal roles.
Feedback Time: 30 minutes	Participants review the feedback provided by the simulation and then regroup with the coach. The coach will discuss each decision, comparing the decisions taken by each group – or individual – and will clarify which choices are correct and the learning that sits behind them.	Everyone leaves the programme with improved knowledge of how to successfully implement the skills learnt.

Group Size - this will vary based on how comfortable the coach is with large groups. As a minimum, we would suggest 6 and a maximum of 20 participants.

Individual Coaching – the programme works very effectively as a one-on-one event when there is a need to address a specific skill area with one individual.

Equipment You Will Need

To run this simulation event, you will need:

- A pc or laptop for each team, or individual participant, with Windows 2000, XP or Vista
- LCD projector
- Flipchart
- Printer – an option that is useful but not essential.