

CLOSING THE DEAL

FOUNDATIONAL SALES SKILLS

The objective of this lecture is give you tools and techniques to deal with objections, negotiate the best deal you can and to close the deal

What are the 5 Rules of Handling Objections ?

Rule 1:

Rule 2:

Rule 3:

Rule 4:

Rule 5:

Notes:

CLOSING THE DEAL

FOUNDATIONAL SALES SKILLS

The objective of this lecture is to help you understand REAL business value and how you uncover it using the whiteboard for your prospect or client.

List 5 typical objections you hear when selling your product or service:

1.

2.

3.

4.

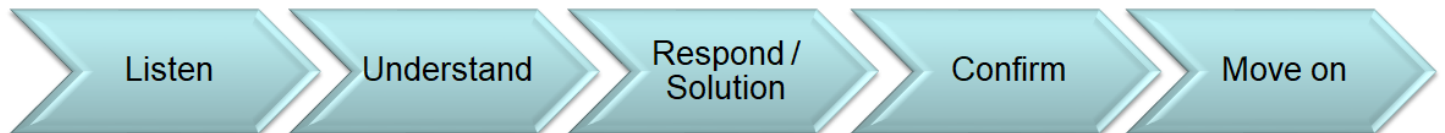
5.

CLOSING THE DEAL

FOUNDATIONAL SALES SKILLS

The objective of this lecture is give you tools and techniques to deal with objections, negotiate the best deal you can and to close the deal

Objection Handling Method 1



Notes:

Listen:

Understand:

Respond / Solution:

Confirm:

Move on:

CLOSING THE DEAL

FOUNDATIONAL SALES SKILLS

The objective of this lecture is give you tools and techniques to deal with objections, negotiate the best deal you can and to close the deal

Take 2 of the 5 typical objections and build a response following the 5 step process, then practice it on a colleague:

1.

2.



CLOSING THE DEAL FOUNDATIONAL SALES SKILLS

The objective of this lecture is give you tools and techniques to deal with objections, negotiate the best deal you can and to close the deal

Notes:

CLOSING THE DEAL

FOUNDATIONAL SALES SKILLS

The objective of this lecture is give you tools and techniques to deal with objections, negotiate the best deal you can and to close the deal

Objection Handling Method 2



Notes:

Feel:

Felt:

Found:

CLOSING THE DEAL

FOUNDATIONAL SALES SKILLS

The objective of this lecture is give you tools and techniques to deal with objections, negotiate the best deal you can and to close the deal

Take 2 of the 5 typical objections and build a response following the 3 step process, then practice it on a colleague:

1.

2.



CLOSING THE DEAL FOUNDATIONAL SALES SKILLS

The objective of this lecture is give you tools and techniques to deal with objections, negotiate the best deal you can and to close the deal

Notes:

CLOSING THE DEAL FOUNDATIONAL SALES SKILLS

The objective of this lecture is give you tools and techniques to deal with objections, negotiate the best deal you can and to close the deal

What are the 6 Rules of Negotiating ?

Rule 1:

Rule 2:

Rule 3:

Rule 4:

Rule 5:

Rule 6:

**"Let us never negotiate out of fear,
but let us never fear to negotiate"
John F Kennedy**

CLOSING THE DEAL FOUNDATIONAL SALES SKILLS

The objective of this lecture is give you tools and techniques to deal with objections, negotiate the best deal you can and to close the deal

Notes:

CLOSING THE DEAL FOUNDATIONAL SALES SKILLS

The objective of this lecture is give you tools and techniques to deal with objections, negotiate the best deal you can and to close the deal

What are the 6 Steps Of Preparing for Negotiating ?

Step 1:

Step 2:

Step 3:

Step 4:

Step 5:

Step 6:

"By failing to prepare you are preparing to fail" Benjamin Franklin

CLOSING THE DEAL FOUNDATIONAL SALES SKILLS

What are the items of high value to you, low cost to the prospect or client and the ones that are low cost to you and high value to your prospect of client ? List them all.

*High Value to You
Low Cost to Your
prospect*

*Low Cost to You
High Value to
Your Prospect*

CLOSING THE DEAL FOUNDATIONAL SALES SKILLS

The objective of this lecture is give you tools and techniques to deal with objections, negotiate the best deal you can and to close the deal

Notes:

CLOSING THE DEAL

FOUNDATIONAL SALES SKILLS

The objective of this lecture is give you tools and techniques to deal with objections, negotiate the best deal you can and to close the deal

What are the 6 Rules of Closing ?

Rule 1:

Rule 2:

Rule 3:

Rule 4:

Rule 5:

Rule 6:

CLOSING THE DEAL

FOUNDATIONAL SALES SKILLS

The objective of this lecture is give you tools and techniques to deal with objections, negotiate the best deal you can and to close the deal

What are 6 Closing Techniques ?

Technique 1:

Technique 2:

Technique 3:

Technique 4:

Technique 5:

Technique 6:

CLOSING THE DEAL FOUNDATIONAL SALES SKILLS

How are you going to apply these closing rules and techniques over the next week ?

What could you try differently ? What will you do ?

Notes: