



Conversation for Action

Self-Coaching Conversation for Closing the Sale;

- If any opportunities have been identified/summarized
- Suggest specific actions to give the opportunities to the customers
- Indicate the commitments you will make
- Specify the commitments you request of the customers
- Refer the commitment/s made
- Challenge the failure to deliver (carefully)
- Reposition the Action Plan
- Be complete on deadlines and measures

To help you to increase your ability to sell more

Do not assume anything, you could be wrong.

How do you close a sale?

What is your closing question?

Have you asked it on a few calls?

Have you shown be shown how to close a sale?

Have you conducted a one on one closing practice session with the sales coach recently?

What approach are you using?

Are you using all available closing methods or just one?

When did you get help last?

How good a closer do you believe you are?

Arrange for coaching conversation.

Have your coaching conversation.

Some Closing Formats

Business Objectives: Describes expected results in client terms.

Situation Summary: Restates issues, importance, and impact.

Progress Tracking: Establishes how headway will be measured.

Timing: Anticipated durations with recommended timelines.

Accountabilities: Agreed upon salesperson and client actions.

Credentials: A brief citation of why you are the best choice.

Methodology: An outline of required steps.

Options: A choice of options that can meet business objectives.

Terms and Condition: Price, and terms for each option.

Acceptance: Place for appropriate person to sign the proposal.

Note:

Prepare your conversation based on your observations and actual information.

Explain the purpose of the coaching session and the topic you want to discuss

Show the coach (as in demonstrate) how you could be improving on the topic.

Have a discussion reactions to be taken as part of the action plan

Discuss the ongoing activity to take place.