

SALES



Sales Management

Unit Seven: Closing the Sale



Course Layout and Overview

- ▶ Ten units
 - ▶ Unit One: The Importance of the Sales Function
 - ▶ Unit Two: Prospecting and Qualifying
 - ▶ Unit Three: The Pre-Approach
 - ▶ Unit Four: The Approach
 - ▶ Unit Five: The Presentation and Demonstration
 - ▶ Unit Six: Handling Objections
 - ▶ **Unit Seven: Closing the Sale**
 - ▶ Unit Eight: Follow-up
 - ▶ Unit Nine: Selling Strategies
 - ▶ Unit Ten: Selling Yourself



Unit Seven Learning Outcomes

- ▶ Analyze a trial close
- ▶ Analyze different types of closes
- ▶ Adapt alternative options for closing a sale



Why are Learning Outcomes Important?

- ▶ Every learning outcome ties back to course materials and content.
- ▶ Assessments are tied to each learning outcome.
- ▶ Test preparation



Unit Seven Overview Topics

- ▶ A trial close
- ▶ Types of closes
- ▶ Options for closing a sale



Closing the Sale Vocabulary

- Alternative choice close
- Brief summary close
- Direct request close
- Trial close

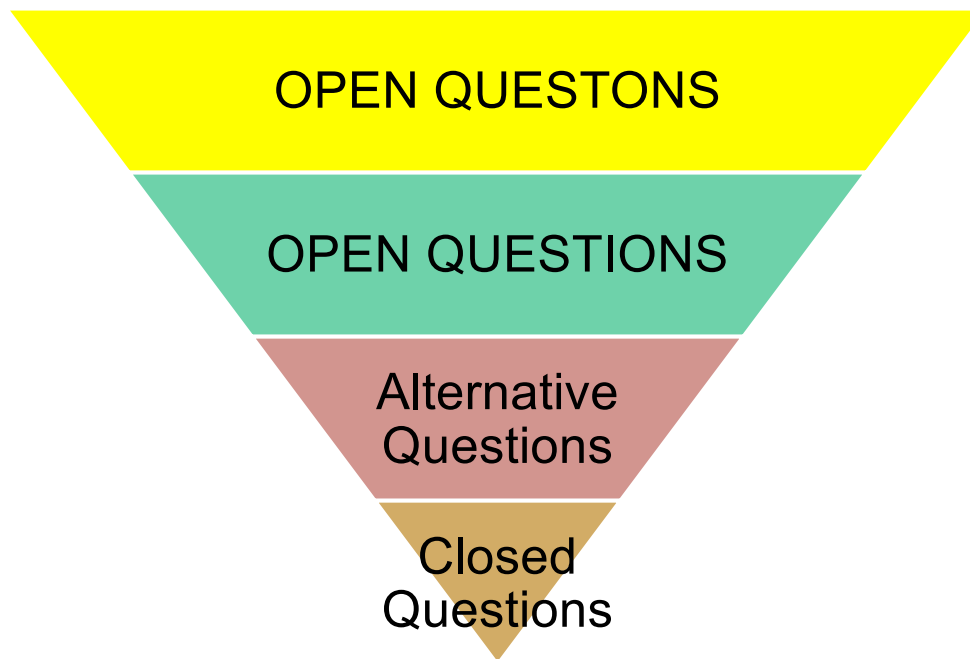


A Trial Close

- Check in with the customer
- Are there any additional objections?
- If so, address the issues
- If not, close the sale



Type of Questions to Ask in Sales



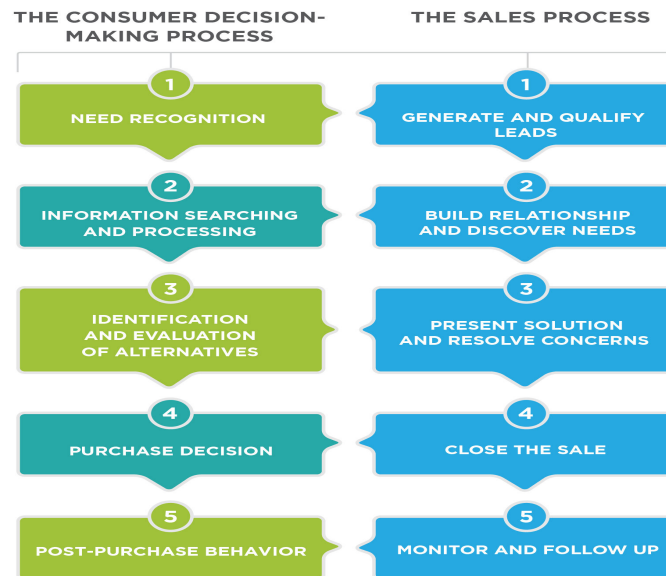
Types of Closes

- Types of sales closes
 - Brief summary
 - Direct request
 - Alternative choice



The Sales Process

PARALLEL PROCESSES: BUYING AND SELLING



Options for Closing a Sale

- Remaining flexible
- Adjusting your sales tactics
- Understanding the types of Closings
- Ask for the sale



Conclusion

- ▶ Unit Seven Learning Outcomes
 - ▶ Analyze a trial close
 - ▶ Analyze different types of closes
 - ▶ Adapt alternative options for closing a sale



What's Next?

Unit Eight: Follow-up

