

Advancing The Sale

Sales Booster



Theme

Want your team to close more sales? Help them move prospects through the pipeline more quickly! Most sellers consider the “close” as the final buying decision. Advancing the Sale helps sellers identify the “close” or objective for each sales conversation. When sellers focus on ending every sales conversation with “closure” and commitment to the next action, the final close comes more easily and quickly.

Approximate Preparation Time

- 20 Minutes



Materials

- Prepare 2 flip charts as per outline
- Markers
- Index cards
 - Success Achievement Plan worksheet - one per seller



Success Set-Up Tips

- Closing is not just about buying. A close occurs at the end of every successful conversation throughout the sales cycle. During this sales booster, redirecting the participants to focus on closure to every conversation may be necessary.
- One activity in this sales booster focuses on identifying the different types of conversations sellers have with prospects during the sales cycle. Prepare relevant examples to your industry to jumpstart the brainstorming exercise.
- Familiarize yourself with the table on the Success Achievement Plan worksheet for the flow of the activity. There are three parts that build upon each other. The three columns are to be completed one at a time. The first part of the activity completes Column 1, the next part is Column 2 and finally Column 3. Keeping sellers focused on one part of the activity at a time will help them build the flow to the close.

Advancing the Sale



Time	Session Outline	Dynamics	Visual
	Opening Today's sales booster, Advancing The Sale, focuses on how to close each conversation to advance the sale. 1. To get started, we are getting out of our seats! 2. You will have 3 minutes to connect with as many of your colleagues as possible in 3 minutes. 3. Each time you connect with a colleague, take 30-45 seconds to share one thing you have observed that gets in the way of sellers closing more sales. Then move and connect with another seller. 4. I will call time in 3 minutes. Ready, begin. (Allow 3 minutes) 5. Time. Please be seated. 6. What are some of the answers you heard to the question, "What is one thing that gets in the way of sellers closing more sales?" (Get at least 5 responses) 7. There are many things that can get in the way... and a very common obstacle is that sellers often don't ask for the closing action at the end of each conversation! Without a firm closure, we leave advancement of the sale hanging. Today we'll look closer at closing.	Large Group  Individual Standing and Talking  Large Group 	Flip Chart - What Gets in The Way of Sellers Closing More Sales  Flip Chart 3-5 Responses for Reference at the End of Session 
	Overview The word "Close" is a verb that means: • To end, finish • To join or unite • To reach an agreement When in our sales cycle do we need to close, end, join, or reach agreement?	Large Group 	

30 Minute
Sales Meetings



Advancing the Sale



Time	Session Outline	Dynamics	Visual
	<i>Possible responses:</i> • <i>Introductory discussion</i> • <i>Setting up a meeting time</i> • <i>Qualifying</i> • <i>Follow-up to a previous conversation or email</i> • <i>Needs analysis</i> • <i>Presentation of our product/service</i> • <i>Working through objections</i> • <i>Reviewing a recommendation</i> • <i>Getting the sale</i>	Large Group 	Flip Chart Responses 
	Action Needed With your table group, for each type of conversation you identified, using Column 2, write the action or decision we want from the prospect at the end of this type of conversation. Do not worry about how you will ask for it at this point. Just quickly identify the action you want them to take or to commit to. <i>Possible responses:</i> • <i>Meet with us</i> • <i>Introduce us to someone else in the company</i> • <i>Make time for a presentation</i> • <i>Call our references</i> The next step in advancing the sale is to bring closure to these conversations each and every time with a question that asks for a decision or commitment.	Table Groups 	Success Achievement Plan Worksheet Column 2, Page 2  Refer to Flip Chart Responses (if needed) 
	Preparing to Close Our goal is to achieve a decision or commitment at the end of every sales conversation. To aid us in a productive close each time, there is a two-part process: One: Ask for Feedback on information discussed so far Two: Ask for the Decision or Action	Large Group 	Success Achievement Plan Worksheet Page 1 Column 3 

Advancing the Sale



Time	Session Outline	Dynamics	Visual
	Part 1: Feedback Questions. Before we ask for a commitment or a decision to action, we should first ask feedback questions. Feedback Questions allow the prospect the opportunity to express their feelings, opinions, and reactions to what we discussed. This helps us know that we will receive an affirmative response to the decision question. After listening to what is said, we decide if it is time to ask for the decision or to ask additional feedback questions. Feedback questions do not ask for a decision. They "test the water" to see if it is time to bring closure to this conversation. Some examples of Feedback Questions: 1. How well does this fit with what you are looking for? 2. What questions do you have at this point? 3. How does this compare to other options being reviewed? 4. How beneficial would it be for us to meet?	Large Group 	Success Achievement Plan Worksheet Page 1 Column 3 
	Asking for a Decision Part 2: Ask for A Decision. When we hear positive responses to the Feedback Questions, it is time to ask the prospect to take an action or make a decision. An example for getting the appointment conversation. The Feedback Question is: "What are your thoughts on getting together to see if we can help you save time and money?" The Ask for a Decision is: Would Tuesday at 9 a.m. or 10 a.m. work for you? Closing the conversation is one of the least prepared parts of a sales call. These next few minutes today are to identify different questions you might ask "in the moment".	Large Group 	Success Achievement Plan Worksheet Page 1 Column 3 

Advancing the Sale

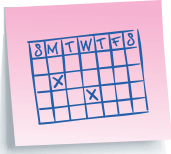


Time	Session Outline	Dynamics	Visual
	On your Success Achievement Plan worksheet page 2, Column 3, please write 2 - 3 questions you can ask at the end of your sales conversations that bring closure to what was discussed and a commitment to what is next. (Allow 3 minutes)	Large Group 	Success Achievement Plan Worksheet Page 2 Column 3 
	What Should You Do After You Ask For A Decision? After you've asked for the decision, it's important to listen quietly for them to respond. Many sales are not closed because the seller does not wait for a response or makes assumptions that a decision was made.	Large Group 	
	Success Achievement Plan You answered this question at the beginning: What gets in the way of closing effectively? Using the Success Achievement Plan worksheet page 3, note your personal main barrier to closing each conversation effectively and one action you will take to remove that barrier. Then complete the last three questions. (Allow 3 minutes) In pairs, take 2 minutes to discuss the action you will take to use the information this week.	Large Group  Individual  Pairs 	Success Achievement Plan Worksheet Page 3 

Reinforcement tips



Advancing the Sale



Reinforcing the Message

- First opportunity: 2 weeks later
- Repeatability: When noticing sellers have stalled prospects not moving through the pipeline



Facilitation Ideas

1. Use the following questions to lead either table group or large group discussions:
 - What have you noticed about how you close out each conversation? How well is this advancing your sales?
 - What questions have you asked to get feedback?
 - How have you closed out a conversation with a commitment to moving to the next step?
2. Use this sales booster to reinforce the need for asking for the commitment each and every time. Ask each seller to prepare for a real sales call occurring in the next week. They should prepare:
 - The objective of the call.
 - Who they are meeting with.
 - The commitment they want/need at the end.
 - How they will ask for this commitment.

Working in pairs use the following questions to debrief:

- How likely is it that you will gain this commitment? Why?
- What can you do during the sales call to ensure a good outcome?

Next Sales Booster



- *Better Questions* or *The Feature Benefit Link* found at www.30minutesalesmeetings.com

Success Achievement Plan



Advancing The Sale



Identify:

1. The typical conversation points we experience throughout our sales cycle.
2. The action or decision we need from our prospect at the end of each conversation.
3. The types of questions we can ask to secure that decision.

Complete each column when asked by your session leader. Please do not work ahead.

(1) Conversation Points	(2) Action or Conversation Points From Prospect at this Time	(3) Question
Prospecting	Agree to Appointment	Feedback: As we consistently help companies reduce operating expenses by 8%, how beneficial would it be for us to meet to evaluate the ability to do the same for you? Decision: Is Tuesday at 10 a.m. good?
Qualifying	Connection to decision maker	Feedback: Who else should be included in our discussion? Decision: Is Tuesday of this week at 10 a.m. convenient for all of us to meet?
		Feedback: Decision:

Success Achievement Plan



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(1) Conversation Points	(2) Action or Conversation Points From Prospect at this Time	(3) Question
		Feedback: Decision:
		Feedback: Decision:
		Feedback: Decision:
		Feedback: Decision:

Success Achievement Plan



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My personal main barrier to effectively closing out each conversation:

One specific action I will take to remove this barrier this week:

The outcome I expect when I take this action:

The resources I may need to implement the Specific Action: (people, time, dollars)
