Know What's Next Before You Leave

Establishing a specific next step and a firm appointment advances more sales and improves close ratios.

Each customer contact should be leading you towards advancing the sale and partnering with your customer.

In many selling situations sellers are not closing on the first customer contact.

It takes several meetings, adding information and people and a variety of other things.

Closing the conversation effectively at each meeting determines how quickly the sale advances or if it's going to fall in the stalled customer file.

Sales Huddle Energizer

Set the challenge that before walking out of the client or prospect's door or before hanging up the telephone the seller must:

- Recap the conversation
- Confirm the need
- Clearly establish a specific next step
* Set the next appointment.

When the buyer and seller know what each other's next step is and a firm time and date are set there's no more 'Just call me in 2 weeks" comments, sales advance more quickly and close ratios are reduced.

You are officially challenged to complete these four steps at the conclusion of each conversation today!

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