

## SALES CLOSING CHECKLIST

You've done the hard work to get your prospect interested and now you're getting ready to close. Make sure you're saying the right things at the right time for a smooth, stress-free conversation that makes the prospect feel like your offer is a no brainer!

Use this as a guide to get you right down to the YES...and a few steps beyond:

### **Address Objections**

As you get closer to closing the deal, your prospect is going to have objections. Be prepared for these so you know how to address them confidently. It's usually money, time , need, urgency and trust

### **Answer Questions**

Make sure to ask if the prospect has questions about anything. This develops a sense of trust and helps you gauge where your prospects is while making their decision. Answer all questions slowly, rather than responding back fast and talk over them. Pay attention to the pace and tone of your prospect. Always mirror and match how you communicate with your prospect, this is great for building rapport and trust.

### **Repeat Back Pain Points**

By now, you've identified what the prospect is struggling with and this is your moment to empathize with them. Reiterate what they've said, using their own words, so they understand you are listening to them. This very powerful , as you are showing them empathy and they are being heard and you understand what they are saying and feeling.

### **Make Your Recommendation**

Recommend your service or product as a suggestion to solve their problem or pain. This is where you don't want to sound like a pushy sales person! You're providing a solution that will benefit the prospect. You want to be perceived as a trusted advisor who has their best interest.

## **Ask for the Sale**

“So would you like to go ahead and get XYZ this afternoon?” is one way to get this part of the close going. You can also say things like, “So when would you like to get started?” or “I can get this to you by X if we can agree today to move forward today.” could I make a suggestion let's do this... The close is where all the money is made. Be confident and never apologize about the price or asking for the sale. Let's take that next step, it's the right thing to do. Does this make sense, can you see the massive value here, can you get excited about the possibilities. Did you want to start tomorrow or thursday

## **Remind Them of Time**

Let them know that the offer is only available for a certain amount of time or only today. Create a sense of urgency and scarcity. Avoidance of loss is extremely powerful emotion and strategy.

## **Remind Them of Their Pain Points**

If they're hesitating, gently remind them of what their life is like without your product/service and how things will turn around once they make a decision today. This is another opportunity to highlight all the value and benefits. Remind them C.O. I. what the cost of the missed opportunity. Avoidance of loss is very powerful emotion, sell the pain, sell the pain.

## **Make Another Offer**

If you can offer a discount or payment arrangement, this is the time to do it. Don't introduce this too early — your goal is to make the sale well before this stage! Be careful not to sell price that cheapens your product or service. You always want to focus on the value. When value exceeds price, you have a sale. It's better to take something out of the offer, than lower the price when you are negotiating price

## **Close the Deal**

Once they've said yes, let them know they've made a great decision and you're excited to work with them. Next, you'll send them along a contract. Don't over sell or keep selling. Many sales have been lost if the prospect feels you are desperate or trying too hard. That's when they call you up the next day with buyer's remorse and change their minds. Be calm and cool and don't get over excited like it's your 1st sale ever.

## After the Sale:

### Record Details of the Sale

Keep a record of the client's details and what was negotiated as far as the payment, deposit, or other information about the agreement. This can include a copy of the contract.

### Confirm Payment

Double check on the payment schedule agreed with the client and confirm the date of payment. If they're buying on the spot, make sure to provide a receipt of any credit card transactions.

### Confirm Delivery Method

Make sure to discuss how the client will be receiving the product/service. They need to have a clear idea of what to expect.

### Check All Contracts

Make sure all the contracts have been signed and dated. Congrats! You just closed a sale.