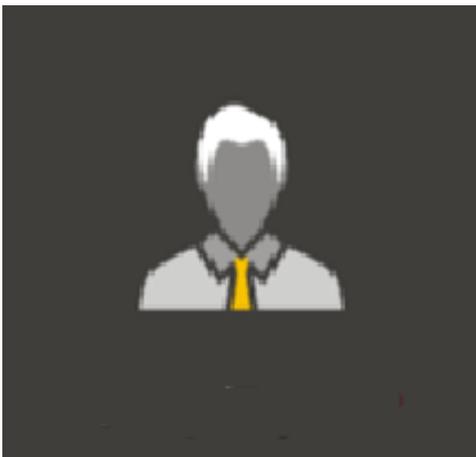


# Closing the Sale

Without the close there is no sale and yet in our experience, many businesses still state 'closing' the sale as the number one skill that requires the most improvement within their sales team!

**"You don't close a sale; you open a relationship if you want to build a long-term, successful enterprise."**

- Patricia Fripp



Teaching delegates to incorporate a succinct and effective close into their sales process is the key aim of this course. We focus on:

*The art of effective closing*  
*Understanding Buyer Resistance*  
*Closing techniques that work*

## **The Masterclass**

In order to help you to achieve more meetings, better sales and reduce wasted time, Celsius Training offer this participative full-day programme consisting of facilitator-led discussion, group exercises, review and follow up action panning. What we cover:

- Why we need to close
- Recognising and responding to buying signals
- Finding the right decision maker
- Knowing when to close
- When 'now' is not the right time
- Clarifying needs vs, wants
- Different closing techniques and when to use them

## **Takeaways**

Executing an effective close can remain a challenge to developing sales professionals. Delegates will benefit by taking away increased confidence levels, new techniques and a strong appetite to put them into practice. We only work with sales people within technology and so cater to the needs of this fast paced sector.