



Closing

The Challenge

Has the philosophy and skill of closing been lost, de-emphasized, or just been forgotten in today's business climate. Have today's current business practices and buzzwords...

- ◆ partnering
- ◆ supply chain management
- ◆ relationship manager
- ◆ consultative selling
- ◆ strategic relationships

...deemed closing unnecessary or obsolete?

Actually, with today's business trends...

- ◆ **competition** is more prevalent and tougher
- ◆ **product offerings** are broader
- ◆ **product life cycles** are shorter
- ◆ **customers** are more demanding and less forgiving
- ◆ **contacts** are more educated and sophisticated
- ◆ **decision processes** are more complex and longer
- ◆ **sales costs** are increasing

...the process of effectively closing a sales cycle should have more emphasis than ever.

Target Population

Sales Professionals, Relationship Managers, Marketing Managers, or whatever the title of the people who are responsible for business generation is the targeted audience for Closing.

Program Outcomes

- ◆ Increase understanding of the role *closing* plays in the sales process
- ◆ Increase understanding of how we can and why we should influence the customer's decision process
- ◆ Improve *closing* skill
- ◆ Appreciate the benefits of effective *closing* for the customer, the salesperson and the relationship