

# Comprehensive Sales Training .

Handling objections is both an art and a science.



# Sales Calls

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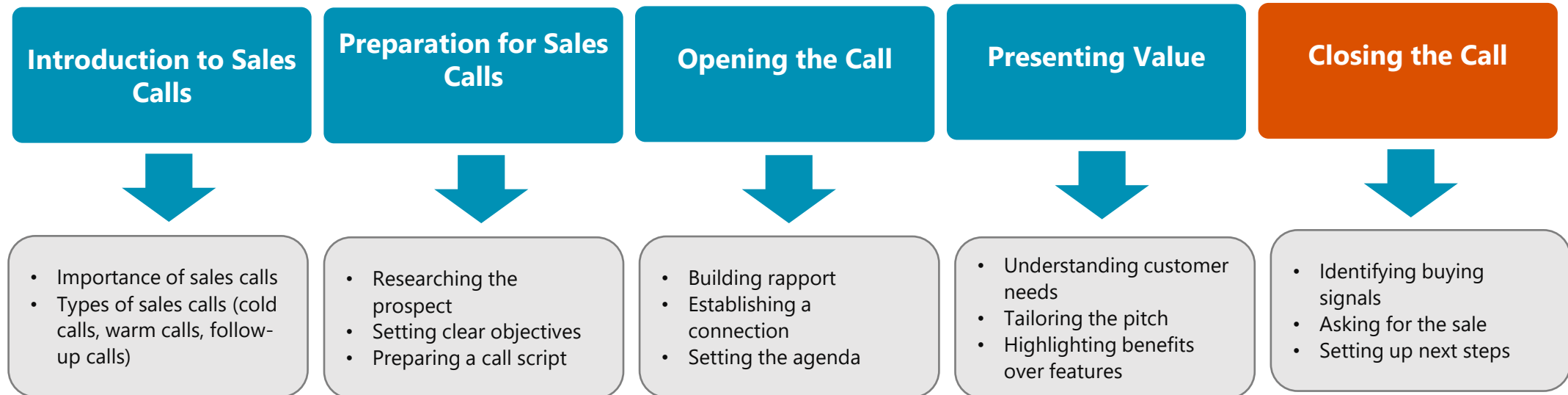
## Closing the Call Module 1

# Comprehensive Sales Training Plan

## Module 1 – Sales calls.

### Objective:

Equip sales professionals with the skills to conduct effective sales calls, including opening, building rapport, presenting value, handling objections, and closing the call.



# Closing the call

## Identifying buying signals

Closing a sales call is a critical phase where you transition from presenting your solution to securing a commitment from the prospect. This stage involves identifying buying signals, asking for the sale, and setting up the next steps.

### 1. Identifying Buying Signals

**Objective:** To recognize verbal and non-verbal cues that indicate the prospect's readiness to move forward.

#### Key Steps:

##### a. Active Listening:

- **Verbal Cues:** Listen carefully for positive comments and affirmations that indicate interest, such as, "This sounds great," or, "I can see how this would work for us."
- **Clarifying Questions:** Pay attention to questions that seek more detail about implementation, pricing, or specific features. For example, "How long does it take to set up?" or, "What's the cost for a team of our size?"

##### b. Non-Verbal Cues:

- **Body Language:** Observe body language if the call is on video. Positive signals include nodding, smiling, or leaning forward. Negative signals might include crossed arms, frowning, or checking the time.
- **Tone of Voice:** Notice changes in the prospect's tone of voice. A more enthusiastic or engaged tone often indicates interest.

##### c. Engagement Level:

- **Participation:** Gauge the level of engagement. Prospects who are actively participating, asking questions, and seeking clarifications are likely more interested.
- **Feedback:** Positive feedback and agreement to your points can signal readiness. For example, "That feature would be really useful for us."

##### d. Recap of Benefits:

- **Interest in Benefits:** Notice if the prospect shows particular interest in the benefits over features. Statements like, "We really need to improve our efficiency," indicate a recognition of value.
- **Personal Impact:** Look for signs that the prospect is visualizing the impact of your solution on their specific needs. For instance, "This could really help our team save time."

##### e. Testing the Waters:

- **Trial Close Questions:** Use trial close questions to test their readiness. For example, "How do you see this fitting into your current processes?" or, "Do you think this solution addresses your main challenges?"

# Closing the call

## Asking for the sale

**Objective:** To directly request the prospect's commitment to move forward with the purchase.

### Key Steps:

#### a. Summarizing the Value:

- **Recap Key Benefits:** Briefly recap the key benefits discussed during the call. For example, "Just to summarize, our solution will help streamline your operations, reduce costs, and improve overall efficiency."
- **Addressing Needs:** Reiterate how your solution addresses their specific needs. For instance, "Given your need to improve data accuracy and team productivity, our software offers the perfect solution."

#### b. Overcoming Last-Minute Objections:

- **Pre-emptive Handling:** Address any potential last-minute objections the prospect might have. For example, "I understand you might be concerned about the learning curve, but our comprehensive training program ensures a smooth transition."
- **Reassurances:** Provide reassurances about common concerns, such as support and implementation. For instance, "Our dedicated support team will be with you every step of the way to ensure successful implementation."

#### c. Asking Directly:

- **Closing Questions:** Ask direct closing questions to secure the commitment. Examples include, "Shall we move forward with the implementation?" or, "Can I send over the contract for you to review?"
- **Assumptive Close:** Use an assumptive close if the buying signals are strong. For example, "I'll go ahead and prepare the paperwork for you. When would be a good time to finalize the details?"

#### d. Offering Choices:

- **Limited Options:** Provide the prospect with a couple of choices to make the decision easier. For example, "Would you prefer to start with the standard package or the premium package that includes additional features?"
- **Next Steps Options:** Present options for next steps to move the process forward. For instance, "Would you like to schedule a detailed demo next week, or shall we proceed with the onboarding?"

#### e. Creating Urgency:

- **Time-Sensitive Offers:** Highlight any time-sensitive offers or promotions. For example, "We're offering a 10% discount for all new sign-ups this month. Would you like to take advantage of that?"
- **Limited Availability:** Mention any limited availability to create a sense of urgency. For instance, "We have a few slots available for onboarding this quarter. Would you like to secure one of them?"

# Closing the call

## Setting up next steps

**Objective:** To outline the follow-up actions required to finalize the sale and ensure a smooth transition to the next phase.

### Key Steps:

#### a. Confirming Agreement:

- **Verbal Confirmation:** Get a verbal confirmation of the prospect's agreement to move forward. For example, "Great, I'm glad you're ready to proceed. Let's confirm the next steps."
- **Written Confirmation:** If applicable, confirm that the prospect will receive a written proposal or contract. For instance, "I'll email you the contract for review by the end of the day."

#### b. Scheduling Follow-Up:

- **Next Meeting:** Schedule the next meeting or call to discuss the implementation details or any final questions. For example, "Let's schedule a follow-up call next Tuesday to go over the onboarding process."
- **Calendar Invite:** Send a calendar invite to ensure the next meeting is on their schedule. For instance, "I've sent a calendar invite for our next meeting. Please let me know if the time works for you."

#### c. Providing Documentation:

- **Proposal/Contract:** Ensure the prospect receives all necessary documentation, such as proposals, contracts, or detailed quotes. For example, "I'll send over the proposal with all the details we discussed, including pricing and terms."
- **Resource Links:** Provide any additional resources or links that might be helpful. For instance, "Here's a link to our user manual and a few case studies that might be of interest."

#### d. Outlining Implementation Steps:

- **Implementation Timeline:** Provide an overview of the implementation timeline and key milestones. For example, "Here's a brief overview of the implementation process. We typically start with a kickoff meeting, followed by a training session for your team."
- **Point of Contact:** Introduce the prospect to their main point of contact for the implementation. For instance, "You'll be working closely with our implementation specialist, [Name], who will guide you through the setup."

#### e. Confirming Understanding:

- **Reviewing Details:** Review the details of the agreement to ensure the prospect understands everything. For example, "Just to confirm, we'll be starting the onboarding process next week, and the first payment is due upon signing the contract."
- **Clarifying Questions:** Encourage the prospect to ask any final questions. For instance, "Do you have any questions about the next steps or the implementation process?"

# Closing the call

## Summation

Closing the call effectively involves identifying buying signals, asking for the sale, and setting up the next steps. By mastering these stages, sales professionals can ensure a smooth transition from interest to commitment, increasing the likelihood of a successful sale. This approach not only helps in securing the deal but also sets a positive tone for future interactions and long-term customer relationships.

# QUIZ # 15040 Sales Calls



Please take the quiz on negotiation to complete your learning and certification on this module, Search on [upskilPRO.com](https://upskilPRO.com) using 15040 to take the quiz

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