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& SALES CONSULTING**



# **“Closing The Deal”**

## **Selling Your Product Or Service**

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# Introductions

- Give a summary of your business.
- What are you selling?
- Why are you in business?  
What void do you fill?



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# Identifying Your Target Market

- Who are they? Profile of the perfect client.
- What are your target industries?
- Are you selling locally, regionally, nationally, globally?
- What's your niche in the marketplace?

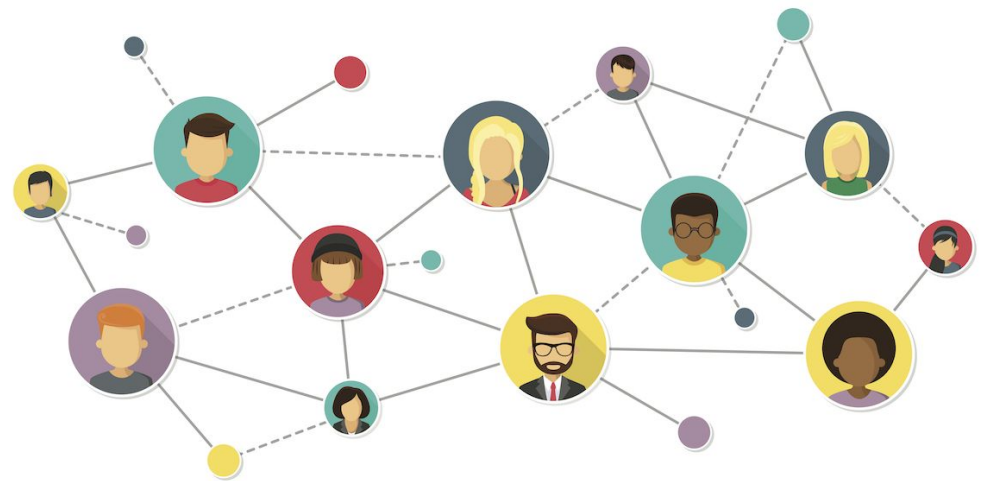


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# How Will You Reach Your Target Market?

- Calls?
- Social media/marketing?
- Community visibility?
- Industry conferences?



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# Why Should Someone Buy From You?

- What value do you offer?
- What problem can you solve?
- Why are you different from your competitors?



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# Building Relationships

- What will this look like?
- Are you looking for “customers for life” or one time sales?
- Will you encourage referrals?



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# Getting A Meeting

- Building rapport
- Asking questions
- Showing interest
- Discussing value



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# Closing The Sale

- Painting a successful vision for both parties
- Asking for a trial
- Confirming the deliverables and the outcome



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# Addressing Objections

- Your style
- Negotiation skills
- Differentiating yourself from the competition



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# Customers For Life

- Customer retention/service
- Upselling
- Providing value
- Listening
- Solving problems



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# Sales Plan Components

- Goals
- Target markets
- Lead generation
- Prospecting
- Referrals
- Testimonials
- Visibility / marketing
- Sales tools
- Budget



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**To build a long-term, successful enterprise,  
you don't only close a sale,  
you open a relationship.”**

**– Patricia Fripp**

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