

MODULE

LEARNING OBJECTIVES

THE CLOSING ZONE

(75 mins)

READINESS ASSESSMENT

- Carefully organise each client call to influence and benefit the client's decision-making process.
- Begin narrowing decisions that lead to the final business decision.

IDENTIFY THE END IN MIND DECISION

(55 mins)

- Determine the one decision the client needs to make at the end of the meeting.
- Ensure that the decision is client-centric, is singular, and that "no" is an acceptable answer.

ADDRESS CLIENT KEY BELIEFS™

(40 mins)

- Demonstrate the ability to validate the Client's Key Beliefs to their satisfaction.
- Develop proof points that enable the "End in Mind Decision."

RESOLVE OBJECTIONS

(130 mins)

PRACTICE CARDS

- View objections as an opportunity, rather than a threat.
- Apply a predictable, three-part approach to resolving objections.

PREPARE THE CONDITIONS FOR GOOD DECISION MAKING

(70 mins)

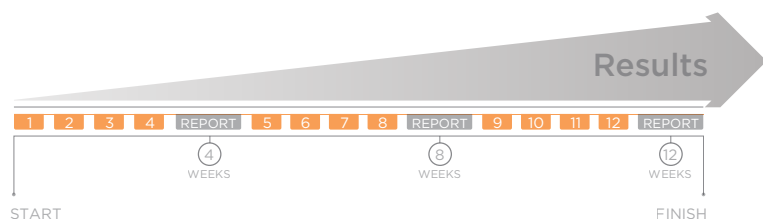
CLOSING CALL PLAN

12-WEEK PLAYBOOK

IMPLEMENTATION VIDEOS

- Develop a plan to influence the conditions for good decision-making before each client meeting.
- Focus on achieving win-win outcomes.
- Prepare a powerful opening and closing for each client meeting.

12-WEEK IMPLEMENTATION PLAYBOOK



- Each week, for 12 weeks, participants implement the principles they learned in the work session as they practise and apply the principles in more depth.
- Participants are held accountable through a regularly scheduled report back to their sales leaders and/or peer coaches.

PARTICIPANT KIT



- Participant Guidebook
- 12-Week Implementation Playbook
- USB Flash Drive with implementation videos and tools
- Closing Book
- Practice Cards

For more information about FranklinCovey's *Helping Clients Succeed: Closing The Sale*, contact your Client Partner or call 1800 786 346.