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'Lead the Pack' Sales Training

'Always be Closing' is Not What You Think

Closing a sale is really about helping others make a decision, and closing is a process, not an event that occurs at the end of a sales presentation. Getting a prospect to verbalize (talk more) will result in more decisions. When people verbalize, they clarify their own thoughts, thus making mini decisions. Closing is as much about asking good questions and listening as it is about asking for the order. Closing is also about doing the sales process well, rather than just making a specific request for action.

"Life is not a matter of holding good cards, but sometimes playing a poor hand well." – Jack London

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Sales Mastery 'Lead the Pack' Sales Training

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