



CONNECT AND CLOSE

Irresistible Closing Conversation Outline

Here is a high level outline of a 20-minute closing conversation:

10-15 minutes: "S.P.I.N. Selling"

Open the call with questions that connect with your prospect and help them explore their issues deeply. The S.P.I.N. model works incredibly well here.

1-2 minutes: "Give Value"

You want to deliver real value. This can be actual advice or coaching in the moment, or it can be a prepared piece of information or gift.

1-2 minutes: "Mirror Them"

Take time to really connect with the person around the issues you've uncovered. Say back to them their own words so they know you "got it" and fully understand them.

3-5 minutes: "Close the Deal"

Use the specific set of questions that walk you through closing the deal. These questions make sure the right emotions are being felt, help translate the value of your work, and help you discuss money.



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