



INTERACTIVE COMMUNICATIONS ADVANCED SALES CLINICS

Successful sales interactions always end with the advisor agreeing to take a next step, or if you prefer, a close. In a relationship, this close is often something other than “use this product right now.”

THE ART OF THE CLOSE

Pre-Work: Participants complete an online diagnostic in which they answer questions about their current approach to asking advisors for a next step. The results from this pre-work will be discussed throughout the training session.

Agenda (half day):

- Four possible sales interaction outcomes.
Some successful, some not, dependent on gaining agreement on a next step.
- The anatomy of a close.
It's like its own little sales process.
- Trial close.
The best way to know if it's time to ask for a next step.
- Handle objections.
The things that stand in the way of gaining agreement on a net step.
- Ask for a next step.
What you can ask for and how to ask for it.
- Classic closing missteps.
Beware!

Reinforcement: In the three weeks following the training, participants will complete a series of three online skill drills. Sales desk management will receive the responses of these skill drills so they can better understand both individual and team skill development needs.

About Interactive Communications

Interactive Communications was founded in 1994 by Mary Anne Doggett and Claudia Fogelin, two sales thought leaders who each have more than 25 years experience in financial services and asset management. Concentrating exclusively on firms that sell through financial intermediaries, our mission is simple: We help you sell more.

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