



The sales process consists of these steps:

- 1 Making initial contact
- 2 Building a relationship
- 3 Identifying needs
- 4 Demonstrating value
- 5 Handling objections
- 6 And the most important point: **Closing the sale!**

Question 1/2

Your customer seems sceptical and is asking a lot of questions. You want to close the deal. What should you NOT do?

- ☐ Emphasize the features of your offer
- ☐ Ask questions to understand your customer's interests
- ☐ Let your customer talk so you can learn more about their situation
- ☐ Invite your customer to further specify what exactly he or she has in mind

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Closing the sale

Many salespeople are excellent advisors, but often find it difficult to close the deal. This online training enables sales staff to expand their sales competence with the closing question. By means of realistic game scenes they experience how the purchase can be systematically completed. They also learn how to break off a sales process when the customer definitely does not want to buy.

Group of participants:

For all employees in field sales, inside sales and key account management

Duration: **approx. 1 hour**

Language:  

Learning objectives

- ✓ Knowing and identifying verbal and non-verbal buying signals
- ✓ Knowing the means to effectively close sales
- ✓ Systematically applying the closing question as a method
- ✓ Providing customers the best possible support in their purchase decision
- ✓ Using project management tools to follow up on orders

Contents

Detecting buying signals

A salesperson's job is to make sales

Asking the closing question



Information on the web

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