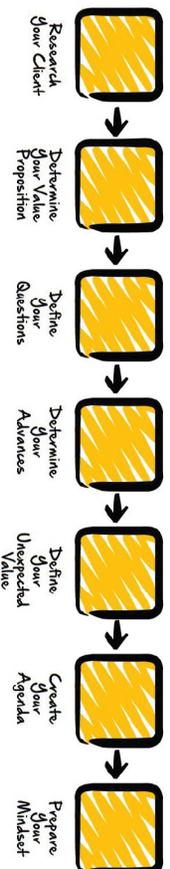


# THE PERFECT CLOSE™

## PLANNING CHECKLIST

Putting It All Together



### STEP 1: Research Your Client

- Download the "Call Research Planner" Here: <http://puremuir.com/resources/> or use a blank sheet of paper and the questions from Chapter 10 of The Perfect Close and research your prospective client.

### STEP 2: Determine Your Value Proposition

- Determine your value proposition or value hypothesis for this encounter

### STEP 3: Define Your Questions

- Formulate the additional information do you need (info that cannot be easily obtained elsewhere) into questions.

- Plan your high-value questions.

### STEP 4: Determine Your Advances

- Download the "Sales Advance Brainstorm Form" Here: <http://puremuir.com/resources/> or use a blank sheet of paper and the exercise in Chapter 8 of The Perfect Close to determine for this encounter:

- Your Ideal Advance
- Your Back-up & Add-on advances

### STEP 5 - Define Your Unexpected Value

- Every customer interaction must be inherently valuable. Clients are willing to pay more for a solution when the value you bring is unexpected.

- Determine how you will add unexpected value on this encounter. It will likely come from one of these 7 categories:

1. Deliver Insight
2. Employ Powerful Questions
3. Help Them Better Understand Their Needs
4. Help Them See the Path to Success
5. Share New Ideas
6. Deliver Education
7. Share News, Trigger Events, and Insights from Their Industry

### STEP 6 - Create Your Agenda

- Download a sample agenda Here: <http://puremuir.com/resources/> or use what you learned in Chapter 11 & 12 of The Perfect Close to craft your agenda.

- Collaborate with your client on what will be covered & who will be involved.

- Define your Stated Meeting Objective.

- Share your intention help the client reach their desired outcome.

- Schedule time on the agenda to address action items.

- Plan The Perfect Close phrase you will use for your Ideal Advance, Add-on Advances & Back-up Advances.

- Review action items (what needs to be done, who will be doing what & the timeframe they will be completed) before departing.

- Establish the date and time of the next meeting.

### STEP 7 - Prepare Your Mindset

By genuinely trying to help the other person in a friendly and ethical way our autonomic system will take over and automatically transmit all the right messages for an ideal outcome. Intent matters more than technique. Take these steps just before your meeting.

- Lose the ego. Enter without any ego-based agenda.
- Use Positive Recall to remember a time with you really felt friendly & helpful.
- Use the "Mock Hug" and "Power Poses" to improve emotion & physiology.
- Use one of your Intent Statements as a affirmation.

*You have a repeatable process for preparing for every sales encounter and advancing the sale. Use it. With practice it will become a habit and your success will become predictable.*



### ABOUT JAMES MUIR

James is the author of The Perfect Close: The Secret To Closing Sales - The Best Selling Practices & Techniques For Closing The Deal that shows sales & service professionals a clear, practical and comfortable approach to increase closed opportunities and accelerate sales to the highest levels while remaining genuinely authentic.

James Muir has 30+ years of experience in healthcare, IT & service sales. He has served in every selling role - services, field sales & management. James has a fresh & practical perspective on what works in real life. He knows the training, education & coaching that best helps sales service professionals attain their highest potential.



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