The Perfect Close Mind Map

The Perfect Close

What is closing?
- Some definitions are too broad
- Some definitions are manipulative
- Some definitions are all or nothing
- Neil Rackham Definition

Adopt the right mindset
- You are communicate desires unintentionally
- Science
  - Mirror Neurons
  - Micro-expressions
  - Paralanguage
- With the right mindset your body sends the right signal
- What exactly is the right mindset?
- How to I adopt the right mindset?

Planning = Success
- Sharing intent
- The importance of clarity
- The Difference Between Sales Objectives & Call Objectives
- How to Set Sales Objectives
- How to set Call Objectives
  - Common Mistakes ⚠

The 3 Magic Pre-call Questions ⭐
- **1. Why Should this Client See Me?** ⭐
  - Your Value Proposition
    - Metric
    - Direction
    - Magnitude
    - Value Prop Formula
- **2. What Do I Want My Prospective Client to Do?** ⭐
  - Call Objectives
    - Ideal Advance
    - Specific & Measurable
    - Center on the action they will take
    - Move the sale forward
    - Be reasonable from the prospect's perspective
  - Brainstorming Advances
  - Strengthening Your Advances
  - The Disappearing Sales Process
  - Training Your Client
  - Science
    - Extrapolation Bias
    - Cognitive Biases
  - You Are The Biggest Factor
  - When Clients Go Silent
- **3. How Can I Provide Value on This Encounter** ⭐
  - What Do Client's Consider Valuable?
    - Huthwaite Research
    - Common Mistakes ⚠
    - The Key to Adding Value is Preparation
    - What buying stage is your prospect in?
    - Unexpected Value
    - Insight
    - High-Value Questions
    - Helping Clients See the Path to Success
    - New Ideas & Concepts
    - Education
    - News, Trigger Events, Industry Insights

Collaborative Meeting Agendas 📋
- The important functions of an agenda 📋
  - 1.Position you as a true professional and advisor
  - 2.Heighten the importance to your meeting
  - 3.Define the meeting's objectives
    - Stated meeting objective criteria
    - Examples
  - 4.Show potential attendees why it is important to attend
  - 5.Set expectations
  - 6.Help invitees prepare
  - 7.Provide structure and sequence to the meeting
  - 8.Dedicate time to establish action items and next steps
  - 9.Provide a way to measure the success of the meeting
- Required Elements 📋
  - 1.Logistics
  - 2.Meeting Objectives
  - 3.Housekeeping
  - 4.Items
  - 5.Next Steps/Action Items –
- Agenda Examples 📋

❓ Why learn The Perfect Close?
- 1. It's Easy
- 2. It's Flexible
- 3. Doesn't require changing who you are
- 4. Clients feel:
  - More educated
  - In control
  - You are a consultant & facilitator
- 5. You will close more sales

⚠ Myths of Closing
- Sales Gambits = Manipulation
- MYTH #1 - Closing Gambits Work
- MYTH #2 - Alway Be Closing
- MYTH #3 - Closing Gambits Work on Large & Small Sales
- MYTH #4 - Closing Gambits Show You Want the Business
- MYTH #5 - Clients are happier after making a decision (so closing gambits are for their own good)
- MYTH #6 - The Sale Will Close Itself
- MYTH #7 - Salespeople Fear Asking for Commitment

My Story
- My non-sales background
- I'm in sales - now what?
- My struggles with closing
- What I learned

What's the difference between an Advance & a Close?
- What Is the Value of Your Time?
- Definitions
  - Advance
  - Close
  - Continuation
- Action & Energy
- Science
  - Commitment/Consistency
  - Endowed Progress

Planning Your Next Encounter
- The Value of Planning
  - Tactical
  - Contemplative
- Elements of Sales Encounter Planning
  - Research
  - Value Proposition
  - Questions
  - Advances
  - Unexpected Value
  - Agenda
- Example Forms
  - Research Planning Form
  - Sales Encounter Planning Form

The Perfect Close Model
- The Perfect Close Questions
  - Initial Question
  - The Nuances of Question One
  - Follow-Up Question
  - ⚠ Getting it Wrong/Common Mistakes
  - What if they say No?
  - Softening Statements
- Variations
  - The Suggestion
  - The Fall Back
  - The Add-On
  - The Reverse Order
  - Classic Application - Something Special
- Best Practice Principles