

Sales Follow-up and Closing

Gain the skills and strategies needed to improve your sales success rate, learn effective follow-up and closing techniques, gain the confidence to approach sales interactions with assurance and gain the necessary skills to develop and enhance your positioning.

AUDIENCE

Sales professionals

Sales Teams

VALUE

Equip participants with the needed techniques to close more deals.

Teach participants how to choose the right follow-up techniques.

Equip participants with the essential skills and knowledge to maintain prospects' and leads' interest throughout the process.

OBJECTIVES

- Master the art of timely follow-up with potential clients, keeping them engaged and advancing them through the sales pipeline.
- Explore a range of closing techniques tailored to different sales scenarios to seal the deal confidently.
- Build strong rapport with prospects, creating an environment conducive to successful closing.
- Learn to initiate timely follow-up interactions with leads and prospects to maintain their engagement throughout the sales process.

CONTENT

Mastering Timely and Engaging Follow-Up

- Understanding the Importance of Timely Follow-Up
- Strategies for Promptly Initiating Follow-Up
- Recognizing Diverse Prospect Preferences
- Enhancing Responsiveness through Personalization
- Crafting Engaging Follow-Up Messages

Effective Closing Approaches

- The Power of the Closing Moment
- Different Closing Approaches
- How to Choose the Right Approach

Building Trust and Rapport for Successful Closings

- The Psychology of Trust-Building
- Effective Communication for Building Rapport
- Building Trust in Virtual Sales Environments

Handling Common Objections During Closing

- Identifying Common Sales Objections
- Strategies for Addressing Objections
- Overcoming Closing Resistance

Negotiating for Closing Deals

- Strategies for Effective Negotiation
- Negotiation Techniques for Win-Win Outcomes
- Closing Through Negotiation

METHODOLOGY

- Interactive Lectures
- Group Discussions
- Role-Playing Exercises
- Case Studies
- Hands-On Activities
- Feedback and Inquiry

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