

## **TIPS FOR ASKING FOR ACTION (CLOSING THE SALE)**

1. Do a good and thorough job to qualify the prospect for your product or services. Ask all the right questions, listen and summarize to make sure you understand their needs.
2. Find out who is part of the decision-making team and schedule to meet them or ask that they attend the presentation meeting. Make sure that they are all interested in your products or services.
3. Prepare a dynamic presentation that addresses the prospects' needs and concerns. Emphasize the added value of your solutions to increase their perceived return on investment.
4. Observe the prospect for buying signals during your presentation. Read their body language and be sensitive to the nature of their questions and comments. Know when to ask a checking question to see if they are sold.
5. Solidify the trust in you and your solutions by offering proof and stories of similar organizations that have or are using your products or services.