



CLOSING CHECKLIST

The purpose of this Sales Tool is to prepare you to close your Sale to be Made. Closing is the natural outcome of a sale done well. Or in other words, it's the natural outcome of a relationship that's been built the right way. It's simply the next step in this relationship that you have been building, brick-by-brick, move-by-expert-move.

Closing is not a skill...it's a discipline. Why? Because it's simply a question that you choose to ask, after you've built a very strong relationship. The checklist below captures the things that must be true of each relationship you build. If you can check off all or most of the items below, you are ready to ask your closing question.

I/We/Our team has:

- Engaged all of the relevant stakeholders
- Listened, learned, and understood the functional, social and emotional needs
- Run our meetings and presentations with impact and panache
- Differentiated ourselves from our competition
- Told compelling stories to illustrate the power of our approach and our people
- Seeded and handled all of the objections we believe might stand in our path
- Sought honest and direct client feedback every step of the way
- Gone above and beyond for each and every person
- Earned the right to win

Now, write out two or three of YOUR favorite closing questions:

Go get this deal done.