Rewired WorldWide™

SALESCLOSINGCHECKLIST

The "Before, During & After" of Every Successful Sale

Sales Closing Checklist

The Before, During & After to Every Successful Sale

Yes - you can just cut to the 'during unit' and you'll still increase your sales.

No - you don't have to incorporate every system today, to make more $'s today.

No - we can't teach you everything about selling in 1 page, nor on the slightly expanded pages to follow.

Yes - pick even one new move to improve and you will be richer, with more cash, clients, expertise, and satisfaction!

Yes - we are glad you are here :-) and we'll be even more ecstatic to hear the next sale that you almost lost but gained instead because of this Sales Closing Checklist! Because that extra sale means - more of your value is being exchanged in the marketplace and in the world.

Before

Systems lead to Sales & Success:

- ❑ Lead Generation System - On and/or offline.
- ❑ Sales Management System - Daily prioritizing of prospects to contact.
- ❑ Sales Track to Win On - Weekly targets and actuals.
- ❑ Sales 'Script' - Integrated not memorized :-)
- ❑ Sales Mindset - Clear out doubts, anchor in you and your products value.

During

Sales System:

- ❑ Connection - First and foremost connect with prospect as a human being.
- ❑ Relevant Need Discovery – Relevant Need = Prospect is committed to solve and willing to pay for.
- ❑ Relevant Solution Providing – Relevant Solution = Only the solutions you can provide, and only to the problems they have expressed a desire to solve.
- ❑ Mini 'Solution Experience' – If you are able to give a direct experience of your product/service during the sales experience.
- ❑ Transforming 'objections' to motivation – It's not just 'handling' or neutralizing objections, there is potential to transform them to motivation.
- ❑ Offer Best Matched Solution – The offer is a 'gift' you invite them to 'unwrap'. Offer + Bonuses + Guarantee is ideal.
- ❑ Be a Stand – Be a stand for your Prospect (not your Product) – Focus on Client Results, vs product features and sales.
- ❑ Completion – Ask for their best Decision (vs "asking for the Sale")
- ❑ On-board them as a new Client if a 'yes' – Welcome them into your inner circle of clients.
- ❑ Request Referrals if a 'not yet'. – Each prospect has a "Sphere of 100+".

After

- ❑ Follow-up System - Systematize relevant effective follow-through.
- ❑ On-boarding System - Welcoming bridge crossing from prospect to client!

Before the Sale

Systems lead to Sales & Success:

- ❑ Lead Generation System - Create one effective on or offline lead generation strategy. If you already have lead gen strategies, double the $'s or time investment in your #1 strategy.
- ❑ Sales Management System (or CRM Customer Relations Management) - Can be as simple as a spreadsheet or as fancy as a CRM system – at minimum a system that will easily prioritize and show you your daily top prospect actions – who to call, write, send, visit… each day.
- ❑ Sales Track to Win On - Weekly visual whiteboard and/or spreadsheet of sales targets & actuals. On *"Magic Measurement Mondays"* set your Targets (e.g. # of sales, calls, appointments, events…for the week), throughout the week mark all your Actuals (calls, appointments, networking events, sales). Then next Magic Measurement Monday – Celebrate Wins & Set New Targets!
- ❑ Sales 'Script' - Write out your sales script (not to memorize it, to 'own' it). See 'During the Sale' for main components to the sales script. Often has 3 main 'chunks' – need discovery, solution exploration, offer opportunity.
- ❑ Sales Mindset - Clear as many blocks to money, to rejection, to doubt, to failure AND anchor in epic new 'wiring' of an abundance of clients, your value for cash exchange, attracting the people who are looking for your offer, knowing to sell is to serve, the joy of offering people great opportunities, a feeling of already being rich & relaxed… Do this using any results-producing 'rewiring' process, such as our Subconscious Rewired Method, a Tapping Technique, H'oponopono…

During the Sale

Sales System: One way to picture the sales process is in 3 main 'chunks' -
- Need Discovery, Solution Exploration, Offer Opportunity.
Regardless, these 10 sub-components are key.

During

Need Discovery:

- ❑ Connection - First and foremost connect with prospect as a human being. As opposed to walking in with a narrow stance of *"I hope they buy"*, walk in with an open curiosity of *"I wonder why we're meant to meet."* (FYI that stance is better for dating too :-))
- ❑ Relevant Need Discovery – Too often entrepreneurs 'meet for coffee', talk too long about a variety of irrelevant problems, skirt around their solutions, leaving frustrated, without a clear map for either person to succeed. Instead be a

guide for a clear map of a) key questions that b) reveal relevant needs to c) problems the entrepreneur can solve that d) the prospect is committed to pay for the solution. When prepping start with your offer, determine the top 3-5 problems it solves, create questions that both unveil those problems & assess the prospect's readiness to act!

Solution Exploration:

- ❑ Relevant Solution Providing – No matter how much you 'love your products/services' ONLY speak of the exact solutions that address the needs your prospect expressed a strong desire to solve.
- ❑ Mini 'Solution Experience' – If possible give a direct experience of your product/service, that has your prospect experience a 'taste' of the solution they are looking for, whether a product sample, a mini coaching result…
- ❑ Transforming 'objections' to motivation – Yes you can 'handle objections' e.g. reduce their negative stance around the time or money investment. Yet you may have only reduced the resistance. Instead there is a greater opportunity to transform the 'seeming objection' (which is often a direct clue into what they really want) to motivation. e.g. the 'presenting objection' is money yet your solution would create more financial abundance so they wouldn't ever have to say no anymore to what they really want in life!

Offer Opportunity:

- ❑ Offer Best Matched Solution – The offer is a 'gift' you invite them to 'unwrap'. Only the benefits & features that are relevant to this person right in front of you are the ones you share. Ideally you add Bonuses + Guarantee, definitely a Call to Action, and ideally some form of Urgency.
- ❑ Be a Stand – Be a stand for your Prospect (not your Product) – I start and end my sales conversations with it's *"All about you and the Results you want to achieve."* I am completely Client Results focused. Guide them to their best answer – for the outcomes they desire. I actually tell my prospects, *"I am committed to guiding you to your best answer. I've guided people to yes's and no's, and it's always been the right answer for each person."*
- ❑ Completion – Ask for their best Decision (vs the Sale) – In Sales Closing, we are often coached "Don't forget to "Ask for the Sale"", and there is merit in that message. YET it is still Product vs Prospect focused. The majority of humans don't complete things, they're indecisive, they leave unfinished business scattered throughout their life. I actually share with my prospects that *"Because we as humans often leave things incomplete, one of my commitments to you is that I guide you until your best answer is clear for you and feels complete."* So every prospect in my sales conversation actually practices & builds the muscle of completion.

- ❑ On-board as a new Client if a 'yes' – Invite them to say 'yes' for themselves. When they say yes for themselves, you have higher retention. On-boarding is not just a logistical task, it should be a great experience of your prospect crossing the bridge into the inner circle of your clients.
- ❑ Request Referrals, if a 'not yet' – Prospects saying 'not right now' for them, is NOT them rejecting or saying no to you. If you have presented & interacted with clarity, integrity and value-focused, there is a high probability your prospect (from their "Sphere of 100") knows people who are looking for what you offer. Don't miss that window of opportunity. Ask *"Who are 3-5 people that you know who could benefit from …(say top benefit, not the product name) right now. (pause) Great what would be the best way to introduce us. (pause) We'd be happy to share a referral fee with you for those who join."*

<u>After the Sale (or the 1st Sales Conversation)</u>

- ❑ Follow-up System - Systematize relevant next steps. In any business there are usually 5 main categories of relevant follow-up:

  ❑ 1. Lead Generation – You give them a Freemium, a premium piece of value that you have chosen to offer for free, in exchange for keeping in touch via adding them to your database that offers even more value.

  ❑ 2. Sales Follow-Through – If more than 1 call is necessary, ensure that ***before*** the end of each call Clear Next Steps are set; e.g. calendar item created for you & prospect for next call, prospect send bullet point list of key needs, you send proposal…

  ❑ 3. On-Boarding Clients – When people cross the bridge from your prospect to your client – they should know it and feel it in a great way! Gifts you send them, special people you introduce them to that will support their goals & dreams…!

  ❑ 4. Referrals – For every one person that says 'not now', they know 100 people that could be looking for what you have to offer. Get in the success habit of asking prospects for the people they know who may have … problems and/or who are looking for … solutions. Ask to be introduced, thank the referee, and respond to the referral immediately.

  ❑ 5. Connections – Often the reason you meet someone, is for something other than your product/service. Stay open & curious to the answers to; *"I wonder why we are meeting."* Then act on those answers. Perhaps you are meant to share a key contact with them, or an inspirational audio… Do it! Givers Give & are open to Receive!
- ❑ On-boarding System - Systematize smooth, welcoming process for new clients to your business - when they cross the 'threshold' from prospect to client! (yes we've mentioned this above in Follow-Up AND it's worth mentioning twice!).

For instance, when prospects become clients in ReWired WorldWide, whether into Rewired4Success, Rewired4Happiness or Rewired4Business, I let them know that *"You are not just accessing a world class program or private consultation that will produce… (their desired Results), you are tapping into the entire Global Success Mastery network that I am a part of, my relevant contacts for your success, the collective wisdom of what the top 5% do that the rest wish they know…"* You get the idea, sooo what are your clients tapping into beyond buying your product/service OR what memorable experience can you create for them when they come on board e.g. welcome to a private member's site, gifts in the mail…

Here's to Doubling Your Sales (and your Sanity)!

****** Commit, Act, WIN!!! ******
You have just identified over a dozen ways to increase your Sales Closing Ratio (and we have many more…).
Right Now - Pick one, Circle it, Schedule it in your calendar.
****** Commit, Act, WIN!!! ******

Now Book time with ReWired
- Reserve a Webinar Seat, or Book a 1on1 Business Sales Consult -