

Debbie Bowman
CONSULTANT

Closing the Sale and Maintaining Great Client Relationships

Content

- Understand where closing fits within the whole sales process
- The A.B.C. of closing – is it realistic?
- Summarising throughout the call and gaining agreement
- How to identify buying signals and what to do when you find one
- Understand the different kinds of closing questions and practice how to use them,
- Managing client relationships through an integrated communications strategy
- The value of the written word
- E. mail ‘friend or foe’?

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