

THE PSYCHOLOGY OF A CLOSED SALE

**HIGH PERFORMANCE
BENEFITS SALES PRO**



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THE PSYCHOLOGY OF TRUST

Concept: Building trust is crucial for closing sales.

Takeaway: Use testimonials, case studies, and rapport-building to foster trust.

Interactive: Write down two methods you will use to build trust in your next sales interaction.

INFLUENCING DECISION MAKING

Theory: Reciprocity, scarcity, and authority influence choices.

Takeaway: Understand and employ these principles strategically.

Interactive: Write an example of how you could use each principle in a sales situation.

HANDLING OBJECTIONS

What Are Objections: Hesitations or questions prospects have.

Takeaway: Objections are not roadblocks but opportunities.

Interactive: List three common objections in your field and how to counter them.

CLOSING TECHNIQUES

Examples: "Assumptive close," "Urgency close," "Choice close."

Takeaway: Choose the technique that fits the situation.

Interactive: Role-play one of these closing techniques with a partner.



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