

## Closing the Sale

### Module6: Course Outline

Hello and welcome to this sales course entitled "Closing the Sale".

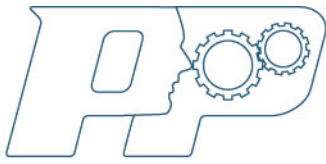
Closing the Sale is the last and some would argue the most important part of the sales process. Having identified the customer needs, matched the product benefits to these needs and dealt with objections, we now want to complete the sale in an efficient and effective way.

In this course we will cover the do's and don'ts in best closing out the sale.

We will look at the requirements for closing a sale and how mistakes can be made. We will look at different types of close and which should be used for different situations. We will look at how the sales person can best manage his sales through records, targets, and good time management. Finally we will explore how following up on sales and using relationship management can lead to further sales.

After completing this course, you'll be able to:

- Put good sales management practices in place.
- Understand potential mistakes that can be made in closing.
- Appreciate the different types of sales close and which to apply.
- Understand how to use relationship management to progress further sales.



# People & Process Academy

This course is perfect for people who are beginning a new career in Sales and have little or no experience in the area. You'll get a good insight into just how the sales process works, and practical tips that you can put to use in real sales situations. This course is also great for people who already work in a sales position, as you'll look at theories and strategies to really refine your skills.

## **Course Aims**

In “Closing the Sale”, you will develop the skills necessary to recognize when and how to complete the sales process.

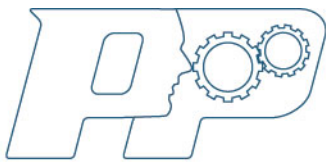
The course is divided into 4 lessons:

**Lesson 1: Ready to Sell**

**Lesson 2: How to Close a Sale**

**Lesson 3: Types of Close**

**Lesson 4: Follow Up**



## How to navigate the course

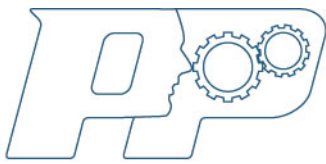
If this is your first course with People & Process Academy, be sure to look at “Studying with People & Process” before you begin. This short video shows you how to find your way around the lessons and modules.

Lessons are all presented in video format, and there's a transcript you can follow as you watch. If you like, you can download the video transcript to revise later on.

Each new lesson builds on previous information, so it's best to follow the lessons in order. Similarly, you should follow each module in sequence as you first go through the course. All registered users have unlimited access to video lessons and transcripts, and you can repeat each video as often as you like.

There's a discussion forum attached to this course. You'll find the discussion forum on the course homepage. In this forum you can chat to other students and leave questions and comments on the course.

If you have any difficulties navigating the course, see the support section for help.



## The Assessment Method

There's a quiz at the end of each lesson to test your understanding of the material.

To successfully complete this course, you must pass the quiz for each lesson. Once all the lessons have been completed, you can then download and print the People & Process completion certificate.

This course can also lead to an external QQI certificate. The certification path for eligible learners requires completion of separate course assessments. Criteria and materials for these assessments will be posted in the discussion forum during the course.

So let's get started! In the next video, we'll get right into Closing the Sale by looking at "Ready to Sell".