

Dr. Troy Clark's



Steps To The Sale

DESCRIPTION

One successful sale requires **several exact steps**. What are the SAME STEPS that Pro Salesmen/women take with each customer to close 1-4 sales today?

Your **Steps To The Sale** is a **One Page (8.5x11) Chart** that you may post at eyeball-level to know what to do/say first, then 2nd, then 3rd, in order, until a sale is successfully closed.

Know when to “Warm Up” your customer, when to talk about end-of-life benefits, when to give quotes, when to prequalify their health, when to collect payment info, when to close the sale, when to collect referrals, - and much more! **Never get lost or confused**. Always know where you are and what to do next, while speaking with your customer, so that a customer follows your confident lead.

Because a customer may easily be **“spooked”** if an agent talks about certain things at the wrong time, your **Steps To The Sale** is a one page flow chart that keeps you on track, lends expert guidance, and winning sales verbiage, as you transition from step to step with your customer in making a sale. Your **Steps To The Sale** provides **“Tie Downs”** for each step, as well as **Sales Tips and Secrets** that National Top Producers utilize daily to close multiple sales TODAY. The nature of sales is an exact science. **It's all right here** in your highly effective and lucrative **Steps To The Sale**.

QUESTIONS ?

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