

Day 9

## The Trial Close



# The Consequences



**Trying to tell where you are in a sales process without checking in is like trying to read the label on a bottle of wine from \_\_\_\_\_**

# When to trial close

Review what you are going to show/tell them

Review their top answers from CNA

Review best competitive advantages

Review map of competitors and their advantages

Review GOAL of campaign

Present how to measure results

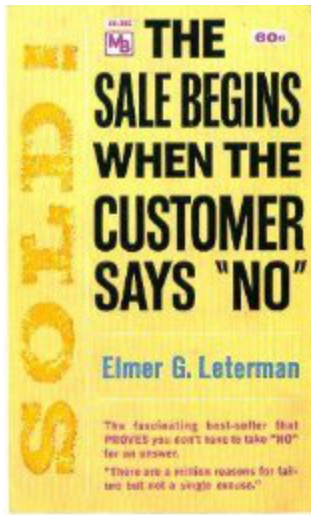
Present the ad campaign

Present the schedule

# Trial Close questions should be closed



# The answer is “No”



Fatal or Fixable?

Fact of Philosophy?

Were you ready for this at this point?

# How am I doing?



# When do I pack my tent?

The customer does not agree on the Campaign.

You get three “No’s”

The customer is just not into it today.



## When do I press on?

They correct something in the copy.

They say “That’s too much money”

**“Salesmanship” will get you into trouble.**

**Remember... long term.**

**What you do now shows what kind of salesperson you are.**

# Preparation

What Closed End Questions will I ask?

Where will I ask open ended questions?

Am I ready for a NO at any point?

Where will I fold my tent?

When will I come back?

What is my ultimate goal?