



## CONTINUING EDUCATION

### Course Outline

# Closing the Sale

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Bringing the prospective customer to the point of making a purchase – or closing the sale -- should be the natural outcome of any sales interaction. In this course, you'll learn how to move from the sales presentation to the close by recognizing the key buying signals, the Law of Six Objections and the hidden reasons for buyer resistance. You'll also learn how to focus on the prospect's "Dominant Buying Motive." Gain the knowledge and practice you need to confidently and successfully close your sales interactions.

## Who Should Take This Course?

This hands-on course is designed for those who make a living selling products or services and who want to gain even greater success in closing business. For those considering a sales position, this course will help you understand how natural the closing process is or should be. This course will provide insights about a critical aspect of successful selling and/or vastly improve your closing ratio as you begin to understand how to close business. This is the seventh required course in the Sales Certificate.

## Course Objectives

- Put yourself in front of people who CAN say yes
- Recognize key buying signals
- Identify the Law of Six Objections, and learn proven methods to overcome them
- Discover the hidden reasons for buyer resistance
- Focus on the prospect's Dominant Buying Motive

## Course Info

- Length: 3 hours
- Format: Classroom instruction, demonstration and hands-on activities
- Prerequisite: None

## Course Content

### Put yourself in front of people who CAN say yes

- Get to decision-makers
- Prepare: Bring useful information about their company or industry
- Understand your value proposition

### Recognize key buying signals

- Deliver value first
- Ask "checking questions," and test the response
- Study body language
- Ask for the business!

### **Identify the Law of Six Objections, and learn proven methods to overcome them**

- Identify the six common objections to your industry
- Understand the difference between a question and an objection
- Follow a proper objection handling cadence
- Build the objection and answers into your presentation

### **Discover the hidden reasons for buyer resistance**

- The buyer isn't the decision-maker
- The buyer isn't truly convinced in the value of the product or service
- The buyer lacks the resources to commit to the project

### **Focus on the prospect's Dominant Buying Motive**

## **Assessment /Evaluation**

This course is not assigned a letter or numerical grade. However, in some cases, skill assessments may be administered during the course to gauge progress and comprehension.

## **Course Completion/Continuing Education Unit (CEU) Letter**

If your company requires proof of course completion, or if you would like to have proof for your own records, you may request a Course Completion/Continuing Education Unit (CEU) letter **after the final session of your course**. You must attend\* 80 percent of the course (or 100 percent of a single-day course) to qualify for the letter. You can [request a Course Completion/CEU letter online](#).

## **Certificates of Completion for Certificate Programs**

To receive a Certificate of Completion for the Sales Certificate, you must take all nine required courses, attend\* 80 percent of the first eight courses (calculated by total number of sessions), and attend 100 percent of the Capstone course. If you complete a certificate program by taking courses individually (not through a series), you can [request a Certificate of Completion online](#).

\*Attendance for CEU letters and certificate programs is verified via the sign-in sheets provided at each class session. It is your responsibility to sign-in.

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The accommodations authorized on your forms should be discussed with your instructor. All discussions will remain confidential. Accommodations are not provided retroactively, so it is essential to discuss your needs at the beginning of the quarter. Additionally, only accommodations approved by Disability Support Services will be provided. This syllabus is available in alternate formats upon request.

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