

The Art of Selling Performance Checklist

PREPARE with Professional Sales Techniques

- Learn the sales process.
- Mentally prepare to gain confidence.
- Prepare professional sales tools.
- Develop a strategic plan.
- Discover the prospect's desires.
- Focus on the prospect's main concern.
- Prepare completely.
- Build toward the close.
- Customize sales tactics.
- Tailor the close to the prospect.
- Practice the customized close.
- Get feedback and improve the close.

MAKE the Sale

- Recognize ready-to-buy signals.
- Respond to buy signals with proper timing.
- Maintain posture and respect.
- Test with trial closes.
- Commit the prospect to action.
- Let the silence sell.
- Listen effectively.

CONFIRM the Sale

- Anticipate challenges.
- Prepare for all possibilities.
- Keep your operating tools ready.
- Overcome objections.
- Obliterate objection fears.
- Answer objections successfully.
- Finalize the lease.
- Finish and follow through on details.