



Competencies that are addressed:

PRIMARY COMPETENCY CATEGORY:

- **Customer Acquisition—**
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.

RELATED COMPETENCY CATEGORIES:

- **Communication—**
Advances the abilities of individuals and the organizations through active listening supported with meaningful oral and written presentation of information.
- **Influence—**
Consistently directs situations and inspires people for an all-win environment.
- **Customer Experience—**
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.

Motive and Commitment

SUMMARY

As you move toward the end of the sales process it becomes important to create a sense of urgency for the buyer and to find a natural way to ask for the commitment. You do this by communicating what the buyer lacks and painting a clear picture of what they will have with your solution. You ask for commitments through the sales process, then use one of six options to close the sale.

CONTEXT

Throughout the sale, the buyer is constantly evaluating what is being said and done. Buyers may respond verbally, physically, or emotionally to the concepts and materials that are presented. These responses can be buying or warning signals. You must possess the ability to recognize these signals, accurately interpret them, and respond appropriately.

You get commitments more easily when the early phases of the sale are conducted skillfully. An over-emphasis on closing can lead to manipulative techniques and strained buyer relationships. Successful people who compete in today's marketplace do not manipulate buyers into commitments they later regret.

At the completion of this module, participants will be able to:

- Evaluate buyer perspectives to move the sale forward
- Practice six methods to ask for the sale with confidence
- Engage the prospect's emotions in the buying process

"The salesperson's job is to persuade people to want what they already need."
—E. St. Elmo Lewis