



# CLOSING FRAMEWORK

- Express gratitude for the opportunity. Be specific.
- Tie the bow: Unique Value Proposition (UVP)
- Consider using terms such as economics, investment, valuation, financials, verses pricing.
- Ask the right questions after the pitch (soft close)

## Soft Close Qs

Your feedback is important to me in our partnership. I have a couple of questions for you.

- Does our proposal address all of your needs?
- Will our solution free up your team's time like you hoped?
- Is there anything else we should consider?
- Have there been any changes since we last met?
- Are there any concerns with funding?
- Have you considered the time commitment from your team?
  - Is it manageable?
- Would anything prevent you from partnering with us?

## Example

I appreciate you sharing with me your concerns around your sales team's hunting and closing abilities. I've created a tailored sales cohort curriculum focused on modern and effective outreach practices & easily executable, proven closing techniques. These new skills will increase your teams productively and effectiveness to drive lead gen and new logo revenue. The commitment from each BDR is approx. 3 hours per week for 12 weeks. The investment to provide your team of 10 BDRs with new tools to grow the business is \$15K. Does this program sound like what you had in mind to skill up your team?

## Closing Qs

- Great to hear our partnership will bring you exactly what you need. Can we make it official?
- It seems like both our teams are excited to get started. Are we ready to move forward?
- We are excited to support you. From our discussions it seems like we are on the same page. Can we start working on the contracts... does DocuSign work for you?
- It sounds like we are all in alignment, can I send you the paperwork for signature?