



REMOTE SELLING

SECTION 5 Closing the Deal & Post-Call Follow-Up

Lesson 19: Recognizing Buying Signals & Seizing Opportunities

- ☐ 1. Pay attention to your prospect's body language, such as nodding and leaning forward.
- ☐ 2. Listen to their tone of voice for signs of interest, urgency, or excitement.
- ☐ 3. Watch for specific buying signals like requests for proposals or questions about next steps.
- ☐ 4. Be confident and assertive in your approach to closing the deal.
- ☐ 5. Offer solutions and address objections to show how your product or service meets their needs.
- ☐ 6. Ask for the sale directly and seize the opportunity to close the deal.

Lesson 20: Virtual Sales Negotiation: Tactics & Best Practices

- ☐ 1. Tactic 1: Focus on the other party's interests and needs (Framing).
- ☐ 2. Tactic 2: Use "if-then" statements to negotiate in a non-confrontational way.
- ☐ 3. Tactic 3: Use silence strategically to create tension and gather information.



- ☐ 4. Tactic 4: Set clear deadlines to keep negotiations on track.
- ☐ 5. Tactic 5: Make small concessions to move negotiations forward.
- ☐ 6. Tactic 6: Use anchors to establish higher starting points for negotiation.
- ☐ 7. Tactic 7: Stay calm and composed, focusing on the issues at hand.
- ☐ 8. Tactic 8: Build rapport and establish trust through active listening and open-ended questions.
- ☐ 9. Tactic 9: Consider walking away if an agreement cannot be reached.

Lesson 21: Creating a Follow-Up Strategy to Nurture Relationships

- ☐ 1. Step 1: Define your goals and timeline for follow-up.
- ☐ 2. Step 2: Segment your audience based on their needs and interests.
- ☐ 3. Step 3: Choose the appropriate channels for follow-up (email, phone, social media, etc.).
- ☐ 4. Step 4: Create valuable content relevant to your clients' needs and interests.
- ☐ 5. Step 5: Schedule and automate your follow-up messages for consistency.