

JUST TREAT ME LIKE I MATTER: THE HEART OF SALES TALKING POINTS

CLOSING THE SALE CHECKLIST Why NOT Selling Is the Way to Close the Deal

√Educate—Don't Sell

√Facilitate—Don't Sell

√Problem Solve—Don't Sell

√Assist in the Product Selection Process—Don't Sell

√Move the Transaction Forward to Completion—Don't Sell

√Take the Money the Client Wants to Give You—Don't Hesitate