



seal the deal

Seal the Deal

Sales Training Program





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Sales Process: Collecting







Selling Payment on the Front End

- **Understand payment is part of the sales process.**
- **Managing your customer's expectations.**
- **Know the customer you're selling too.**
- **Determine your sales persona and maintain it.**





Nuts and Bolts of Sales Work

- Drive agreement postures.
- Avoid negotiating from a position of mistrust.
- Find customer's wants v needs.
- Take notes physically.
- Avoid "handshake" agreements.
- Contract and payment terms clear at close.







Collection Persona

- **Front end sales agent needs to be involved.**
- **Collection persona needs to be the same.**
- **Consistency is the key.**
- **Multiple communication forms.**
- **Avoid threats verbally, even subtle ones!**





Presenting Concerns

- **Give the customer the chance to explain delays.**
- **Document.**
- **Gain customers understanding to your position.**
- **Protect the relationship, long game.**



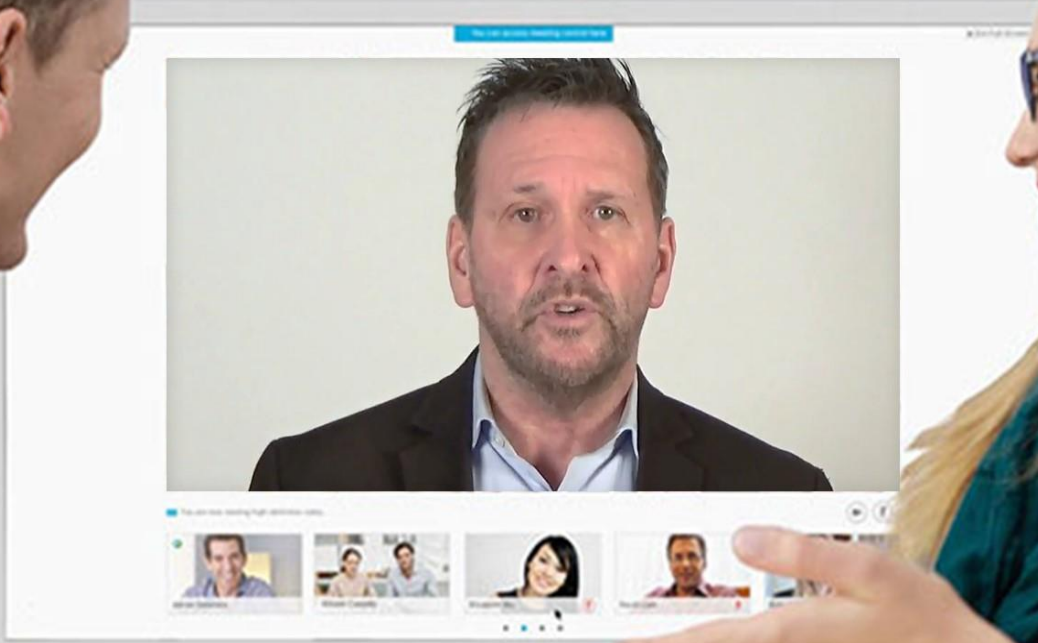




Sales Before Legal

- Exhaust your collections sales efforts before playing legal card.
- Anyone communicating with the customer needs to reflect sales persona.
- Follow up is a critical sales aspect and applies to collections.





Sales Management | Sales Consulting | Sales Training
Weekly | Monthly | Quarterly



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