



# SALES MEETING VIDEO SERIES

## FINAL CLOSES

### **Purpose:**

This video session is designed to provide the skills and techniques needed to deal with the following questions:

- ✓ What is a Final Close?
- ✓ What type of question must be used?
- ✓ Do you have canned Final Closing questions for both Sellers and Buyers?

### **Areas for Improvement:**

#### Company Key Management Numbers:

- ☐ Average Price/Transaction
- ☐ Average Commission/Trans Side
- ☐ Percent of Business from Listings
- Listing Inventory Sales Rate
- ☐ Average Days on Market
- ☐ Percentage of Sales that Close

#### Listing Income Chain:

- ☐ Contacts
- Appointments
- Presentations
- Listings
- Sales
- ☐ Close

#### Buyer Income Chain:

- Contacts or Inquiry
- Appointment Process
- Credit Qualification
- Selection & Demonstration
- Contract
- ☐ Close

### **Next Steps and Reinforcement:**

These “Next Steps” are reviewed at the end of the video. They will help you create the environment for discussion with your team.

- ✓ Discuss how important it is to Close Consciously
- ✓ Come up with your canned closes
- ✓ Discuss how Fear plays a role in Poor Closing Technique

### **Recommendations for Additional Discussion and Reinforcement:**

1. Break into groups have each group come up with 2 “canned” Final Closes for both buyers and sellers.
2. Bring the team back together and have each group share the questions they came up with.