

# MANAGER'S MEETING GUIDE

## WHY OPENING IS MORE IMPORTANT THAN CLOSING

### BEFORE YOUR TRAINING MEETING

<p>1. Schedule your training meeting, and send e-mail, voice mail, or memo to all of your team, informing them of date/time. Also, remind them to complete the week's listening assignment.</p>	<p>Date of training meeting: _____</p> <p>Time of training meeting: _____</p> <p><input type="checkbox"/> I have invited my team.</p>
<p>2. Listen to this week's audio lesson.</p>	<p><input type="checkbox"/> I have listened to "Why Opening Is More Important than Closing."</p>
<p>3. Key coaching points to remember for this week's training meeting:</p>	<ul style="list-style-type: none"><li>• "Primary Perception" is a decision maker's reaction to the opening SECONDS of a sales interview.</li><li>• How you open a sale is far more important than how you close — but salespeople typically are taught far more about <u>closing</u> than opening!</li><li>• Only 2-4% of decision makers subjected to a "hard close" made a purchase... and 70% of those who bought cancelled their orders!</li><li>• Seven biggest mistakes recruiters make when opening a sales interview:<ol style="list-style-type: none"><li>1. Small talk</li><li>2. Opportunity, product or service reference</li><li>3. Benefit claim</li><li>4. Provocative question</li><li>5. Domination</li><li>6. <b>Reserve</b> reference (Company Reference)</li><li>7. Quality claim</li></ol></li><li>• The best way to open a sales interview is to use a Primary Bonding Statement: "We've discovered that if we can help our applicants get exactly what they want, things work out best for everyone... and that's the way we'd like to work with you. To do that, would you mind if I asked you a few questions?"</li></ul>
<p>4. Get ready for your training meeting the day before it's going to be held:</p>	<ul style="list-style-type: none"><li>• Make sure the meeting room seating is arranged for group discussion.</li><li>• Be sure to have at least one large whiteboard and/or flip chart with markers.</li><li>• Send an e-mail, voice mail, or memo reminder to your team.</li></ul>

## Topics for Discussion/Action at Your Training Meeting on “Why Opening Is More Important Than Closing”

- Has a salesperson ever tried to use a “hard close” on you? How did it make you feel? Did you buy? Why or why not?
- Have you ever tried to use a “hard close” yourself? Did it work? Why or why not?
- What are the seven biggest mistakes recruiters can make when opening a sale? Can you remember any of them? Have you ever MADE any of the mistakes yourself? Discuss.
- Do you agree or disagree that opening is more important than closing? What about that makes sense to you (or doesn't make sense to you)?
- Practice using a Primary Bonding Statement with a partner.

# SALES SUCCESS WORKSHEET

## WHY OPENING IS MORE IMPORTANT THAN CLOSING

I listened to *“Why Opening is More Important than Closing.”*

- Do you know any “closers” (Military or Civilian)?

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What kind of success do they have?

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Do you think it’s related to their closing abilities or to some other factor(s)?

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- Have you tried to use any of the traditional, stereotypical “hard-closing” techniques mentioned during the audio?

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Are you comfortable using them? Why or why not?

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What results do you get?

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- Write out a sample Primary Bonding Statement that you do use or could use with your applicants.

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- Bring this worksheet to the next training meeting and be prepared to discuss your answers.