

# 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.