

# Turbo Leadership Systems™

# The **TURBO** **Charger**

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Issue 626

To our clients and friends

February 14, 2017

## Closing the Sale

### Coaching for Future Success

Patrick, Sales Manager for a heating, ventilation and air conditioning service provider in Portland, OR, told Session 10 of Turbo's Leadership Development Lab (LDL):

"A few weeks ago, I observed a member of our sales team who seems to do well as far as getting appointments, arousing interest in meeting, achieving all the technical aspects and presenting the customer with desirable solutions - but he seems to have a great deal of trouble closing the contract.

"In one case when I was with him, the customer said she personally thought solution A was the best, but was not sure her boss would agree. He was out for three more weeks. My sales person told her it might be best for her to wait for her boss and he would check back in a month. A month down the road, they decided not to do anything and we lost the sale.



"I pointed out to him that I had noticed he had trouble closing sales and asked if he would be open to suggestions. He said he would like that. We discussed the 'future close' closing technique, where you close the agreement now, on something that will start in the future. The customer has the right to adjust or even cancel before some set time in the future. Experience has shown that very few people cancel the contract after signing it. He agreed that the future close would be a good way to handle this type of stall or postponement situation in the future.

"I asked him to role play several stall postpone scenarios with me while we were driving back to the office and we role played that close in several different scenarios.

"Last week, he closed a new client using the 'future close' technique. They signed the agreement that is scheduled to start on April 1st, 2017.



"The lesson I learned from this experience is the value of ASKING BEFORE COMMENCING COACHING, providing help and advice.

"The action I call you to take the next time you have a coaching opportunity is to use the Turbo coaching technique - ask permission before providing suggestions, direction and advice.

"The benefit you will gain is you will put the person you are coaching in a better mental posture, a more receptive, inquiring, open to learning position and your ideas will not just be heard, they will be acted upon."

Unless you have a receptive, inquiring listener, your ideas and advice will fall on deaf ears, a closed mind, not an eager learner. It is your job to prepare the soil so the seeds you plant with your suggestions will take root and sprout into the ideal behavior that pays big dividends in the future.

Please Join Us!  
Vancouver Preview Meeting Tonight, Tues. Feb. 14th at 6:29p

Effective communication and exceptional teamwork is how you beat the bid. For over 30 years, Turbo's Leadership Development Lab (LDL) has helped thousands of owners, project managers, estimators, superintendents and key staff improve their communication, team building and leadership skills to beat the bid.

Please join us at the Heathman Lodge Tuesday, Feb. 14th for our Free Preview Meeting. We'll have refreshments and everyone will receive a copy of Larry's most recent book.



Larry W. Dennis, Sr.  
President,  
Turbo Leadership  
Systems®

Help your Estimators, PMs, PEs, Superintendents, Foremen, Safety Directors and staff beat the bid!



- Improve Communication
- Successfully Sell Your Ideas
- Build Relationships
- Improve Teamwork
- Control Your Attitude
- Reduce Stress
- Win Cooperation



Turbo's Leadership Development Lab (LDL) gets proven results and we're bringing it back to Salem. SCE is sponsoring our next class starting soon. Contact [Admin@TurboLS.com](mailto:Admin@TurboLS.com) for details!

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