



8

Chapter Eight: Closing the Sale (Fulfillment and Post-Sell)

► Chapter 1:
Why Have a System?

► Chapter 2:
Bonding &
Building Rapport

► Chapter 3:
Up-Front
Contracts



► Chapter 4:
Identifying Pain

► Chapter 5:
Questioning
Strategies

► Chapter 6:
Uncovering
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► Chapter 7:
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► **Chapter 8:
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► Chapter 9:
BAT-ting
Average

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Closing the Sale (Fulfillment and Post-Sell)

Chapter 8: Summary & Learning Objectives

Chapter Description:

Participants will understand the purpose of the Fulfillment and Post-Sell Steps are to confirm the close and prove that you can deliver what the prospect needs for the investment they are willing to make, according to the decision process they have shared, and to set the expectations for moving forward as a customer/client.

Chapter Outline:

- ☐ Are You Ready to Confirm the Close?
- ☐ Fulfillment Elements
- ☐ The Post-Sell Step

Chapter Objectives:

At the conclusion of this Chapter, you will be able to:

- ☐ Discuss the value of a good Pain, Budget and Decision Step as each relates to Fulfillment.
- ☐ Explain the key reasons for not getting the sale.
- ☐ Define the four elements of the Fulfillment Step.
- ☐ Discuss the three items to cover during the Post-Sell Step.



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Are You Ready to Confirm the Close?

During the Fulfillment Step, your presentation should:

- ☐ Define a solution that addresses the prospect's identified pains.
- ☐ Define a solution that can be delivered for the prospect's budget.
- ☐ Be consistent with the prospect's decision making process (right people, format, length, focus, etc.).

During the Post-Sell Step, you should:

- ☐ Prevent buyer's remorse.
- ☐ Prevent the loss of the sale to the competition or incumbent vendors.
- ☐ Establish an up-front contract about what happens next.

Your prospect should be ready to close because:

- ☐ During the Pain Step, the prospect saw your expertise and interest, and the fit between his pains and your product/service.
- ☐ During the Budget Step, you discovered the prospect's budget and know that your product or service will fit that budget.
- ☐ During the Decision Step, you discovered who the decision makers are and what they want to hear from you.
- ☐ You have established an up-front contract about what will take place during the presentation and that a decision of yes or no will follow the presentation. David Sandler often referred to this important element as the "ultimate contract."

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Are You Ready to Confirm the Close?

The three primary causes of losing a sale are:

- ☐ You were given inaccurate information regarding the prospect's needs, wants, problems, etc.
- ☐ Circumstances might have changed and you're not aware of it.
- ☐ The prospect has been less than honest with you.

Mistakes to avoid prior to the Fulfillment Step:

- ☐ Not establishing the ultimate contract.
- ☐ Not clearly reviewing the ultimate contract before proceeding with the presentation.
- ☐ Rushing through the Pain Step.
- ☐ Not specifically dealing with all budget issues.
- ☐ Not clearly defining the prospect's decision process.



If you wait until the presentation to close the sale, you put too much pressure on the prospect and yourself.



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Fulfillment Elements

Review

- ☐ Pain
- ☐ Budget
- ☐ Decision process
- ☐ Ultimate contract on commitment to a decision

Presentation

- ☐ Only to the pains that the prospect has
- ☐ Sell today, educate tomorrow

Close

- ☐ Is prospect at 10?
- ☐ If not, continue presentation

Confirmation

- ☐ When prospect is at 10, ask: "What would you like me to do now?"
- ☐ Prompt him
- ☐ Congratulations

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The Post-Sell Step

The Post-Sell Step has three elements that must be covered:

1. Preventing the loss of the sale from:
 - ☐ Buyer's remorse.
 - ☐ Canceling to go to competition.
 - ☐ Canceling to go to incumbent vendor.
2. Establishing ground rules for the future:
 - ☐ Set up-front contract for what happens next.
3. Discuss future business and referrals.



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Lessons Learned & Knowledge Testing

Chapter Summary:

Key takeaways from this Chapter:

The entire success of a Sandler presentation relies on having established a clear, binding, and mutually acceptable up-front contract. That contract must be built upon a complete Pain Step, a specific Budget Step, and a mutually understood Decision Step. If these three components of the contract are clearly defined, then the presentation is merely the fulfillment of the contract. There is absolutely no room in the pre-fulfillment contract for any type of mystification.

To ensure that buyer's remorse will not destroy the sale, the post-sell must reduce the opportunity for the buyer to back out later. In addition, the post-sell sets the rules for future business and initiates the referrals process.



Observations & Revelations:

During this Chapter, I learned:

As a result of what I learned, I will:

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Knowledge Testing

During the Fulfillment Step, your presentation should cover three areas:

1. _____
2. _____
3. _____

The three primary reasons for not getting the sale are:

1. _____
2. _____
3. _____

List the four Elements to cover during the Fulfillment Step:

1. _____
2. _____
3. _____
4. _____

What are the three things to cover during the Post-Sell Step?

1. _____
2. _____
3. _____



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