

The Closing Checklist

- Does the prospect understand and value the benefits of my product?
- Is a decision to buy a RISO better than a decision to create my offering in-house?
- What risk to the prospect must I minimize or alleviate in regard to this buying decision? (financial, production time, opportunity cost, etc.)
- What urgency have I created to encourage the prospect to move forward now? (discounts, delivery incentives, guarantees, etc.)
- Why is buying a RISO a better decision than buying my competitor's product or taking no action at all?

Closing Statements (Should be delivered with confidence and an expectant attitude)

- Would you like to move forward?
- Are you ready to get started?
- Can we go ahead?
- We can deliver it to you by the middle of next week if you'd like.
- It'll take a few weeks to process and ship the order so if you're interested in moving forward, we should start the paperwork now.
- Let's start the process so you can get onto your other priorities. Sound good?