

Trial Closes

What is a Trial Close: a trial close is a sales technique used to gauge the prospect's interest and commitment during the sales process. It involves asking a series of questions or making statements to assess the prospect's level of engagement and willingness to move forward with a purchase.

The purpose of a trial close is to gather feedback and overcome any objections or concerns the prospect may have before proceeding to the final close. By asking trial close questions, a salesperson can gain insight into the prospect's thoughts, address any hesitations, and adjust their approach accordingly.

Trial close questions are typically designed to elicit a response from the prospect, such as asking if they can see the value in the product or service, if they have any remaining questions or concerns, or if they are ready to move forward with the purchase. The answers provided by the prospect during the trial close stage can guide the salesperson in determining the next steps in the sales process.

Overall, a trial close allows the salesperson to assess the prospect's level of interest, uncover objections, and ensure that both parties are aligned before proceeding to the final close of the sale.

1. What do you like best about what you've seen today?
2. How soon do you want to get started?
3. Have you heard enough to make a decision?
4. How do you justify an investment of this size?
5. On a scale from 1 to 10, 1 benign dont ever call me again and 10 beign, lets sign up right now, where do you stand? (wait for an answer). What would make it a 10?
6. Would there be any changes or additions to the scope of work in order to get started with the marketing campaigns?
7. Tours the end of the presentation:
What do you like least about what I've shown you?

What do you like most about what I shown you?

What would you change about what I've shown you?

8. What do you think your (partner, marketing Director, Husband, wife, or Team), think about this proposal?
9. When was the last time you spent \$xxx.xx on a similar service?
The last time you spent \$xxx.xx on anything?
10. Would there be any changes to the proposal before I send it?