



WORKSHOP

CLOSING THE DEAL MASTERCLASS

While professional service firms commonly acknowledge they have a marketing problem, they often fail to identify that they also have a sales problem. Many enjoy long established relationships with potential clients, strong brand awareness in their target market, and attend and host countless networking events. However, even after the opportunity to meet and present to decision makers, they regularly fail to convert these prospects into new business.

Content

In *Closing the deal masterclass*, participants will learn:

- personal attributes required for success
- how to open a sales discussion and stay in control of the conversation
- how to establish and confirm needs and aspirations
- what is required to sell only what prospects buy
- powerful differentiators of those firms that win
- must-have content for winning pitches
- how to easily overcome buyer objections
- closing techniques to gain commitment
- what areas to improve to give you an unfair advantage.

Outcomes

After the session, participants will understand how to persuasively sell their services using a structured presentation methodology. They will know how to apply proven techniques to close more deals and earn more new profitable client instructions.

Audience

Anyone responsible for business development, including managing partners, partners, senior associates, practice managers, marketing directors.

Delivery

Half-day to two-day interactive workshop.

Contact us to find out more.

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