



Tension Management Institute

Research • Development • Outreach • Training • Certification • Support • Community

— Tension Management in Closing Deals —

Program Briefing

Program Overview —

This program is intended for all professionals charged with the responsibility of secure final commitment from a prospect and consummating the sale. It is particularly appropriate for audiences where management notices:

- Longer than necessary sales processes.
- Unacceptable levels of failure in closing deals.
- High percentages of deals coming in at the last minute.
- Excessive objections that don't result in a sale even after the objections have been addressed.
- Clogged and/or slow moving pipelines.
- Heavy discounting in order to secure the sale.

Topics Covered —

This is an in-depth program in the MasterStream® Series. It can be presented as a stand-alone experience. Ideally, the participants would have already attended the "Tension Management in Sales" core program, or completed pre-work covering the basics of the MasterStream® Method.

During this program, participants will learn how to:

- Prepare themselves for a successful closing meeting.
- Decide which of the "3 Agreements" to secure: Principle, Process or Fact
- Determine the level of readiness the prospect has about moving forward prior to the closing attempt.
- Increase the prospect's level of productive tension to their Threshold of Activation.
- Perform a strong closing summary wherein the prospects actually close themselves.
- Validate objections in a way that optimizes tension and focuses on securing the decision to buy.
- Boost the prospect's level of productive tension, stimulating them to move forward more quickly.
- Avoid the most common mistakes sales representatives make when closing deals.

Formats Available —

Tension Management in Closing Deals is available in a variety of formats. All programs are customized to meet the objectives of the client. Please choose your format based on what you want your audience members to walk away with: Awareness, Understanding or Skill.

A **Keynote** is a 60-90 minute "Awareness Level" program, designed to introduce the audience members to the key concepts of tension management when closing deals and get them thinking about how those concepts apply when their objective is to secure their prospect's commitment. While keynotes are predominantly lectures, this format allows time for the concepts to be presented in an engaging way as well as time for several partner and small group discussions.

A **Half-Day Seminar** is a 3-4 hour “Understanding Level” program, that builds on the material covered in the Keynote format and allows ample time for the participants to practice the skills of performing a closing summary, validating and handling objections and securing the sale. Half-Day Seminars are a balance between lecture, partner and small group discussions, and exercises.

A **Full-Day Workshop** is a 7-8 hour “Skill Level” program that includes everything covered in the Keynote and Half-Day formats and adds a comprehensive exercise from performing a closing summary to handling objections and closing the deal – and a thorough debrief of the experience. During a Full-Day Workshop, lecture is minimized and audience experience is maximized through discussions, exercises, role plays, skill demonstrations and application projects.

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