

12.1: Introduction

Closing the Sale: The Power of Negotiating to Win

Video Ride-Along with Lisa Peskin, Sales Trainer at Business Development University

Lisa Peskin shared her tips for successful prospecting in Chapter 7. During this ride-along, she is going to give you insights about closing the sale. The term close implies that this step comes at the end of the process. You may be surprised to learn when you start closing the sale.

Ride along with Lisa and learn about how she successfully closes sales.

(click to see video)

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