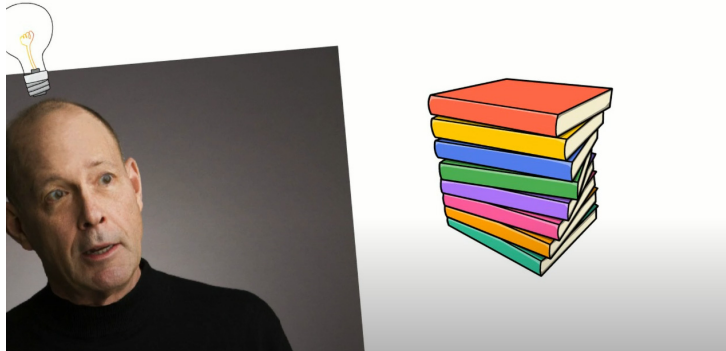


## Four Minutes to Stronger Closing



### Discussion Questions

1. Chris mentioned four sales books in this whiteboard presentation. What is the best sales book you've read? What idea from that book has made a difference for you?
2. Share an example from your experience of advancing a sale, even though you were not able to close it that day.
3. Is it even possible to have a pre-call plan or an objective for every meeting? Why or why not?
4. How would your call objective differ for a first meeting and a meeting where you are making the proposal?
5. What action will you take based on this knowledge bite and our discussion?

Thank you for downloading this free knowledge bite. It contains a lesson you cannot stress enough. My recommendation is that you email the video to your salespeople three- to five-days before your sales meeting. Let them watch on their own. When you meet, they might have already applied an idea from the knowledge bite. They will have a story to share with the rest. You can facilitate a very engaging discussion using my content and your conversation about it. As my mentor told me. Adults learn by doing, *not* by hearing how the trainer did it.

A handwritten signature in blue ink that reads "Chris Lytle".