

# Module 9: Negotiation & Closing

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## Action Worksheet

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Name: \_\_\_\_\_

Date: \_\_\_\_\_

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## Part 1: Closing Self-Assessment

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Rate yourself on each closing skill (1=Needs Improvement, 5=Excellent):

Skill	Rating (1-5)	Notes
Recognizing buying signals		
Using trial closes		
Asking for the business confidently		
Using assumptive close		
Using alternative close		
Handling final objections		
Negotiating win-win solutions		
Confirming next steps after close		
Not talking after the close		
Closing early and often		

**Total Score:** \_\_\_\_\_ / 50

**My strongest closing skill:** \_\_\_\_\_

My weakest closing skill: \_\_\_\_\_

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## Part 2: Buying Signals Recognition

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List 5 verbal buying signals you have heard from prospects:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

List 5 non-verbal buying signals you have observed:

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

**Action:** This week, actively watch and listen for buying signals. When you see them, close immediately.

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## Part 3: Closing Technique Practice

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For each technique, write your own script:

### Assumptive Close

My Script:

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When I will use it:

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## Alternative Close

My Script:

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When I will use it:

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## Direct Close

My Script:

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When I will use it:

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## Summary Close

My Script:

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When I will use it:

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## Urgency Close

My Script:

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When I will use it:

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## Part 4: Negotiation Preparation

What is negotiable in my deals?

1. 

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2. 

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3.

4.

### What is NOT negotiable?

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1.

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2.

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3.

### My standard pricing/terms (anchor high):

Rate: \_\_\_\_\_

Points: \_\_\_\_\_

LTV: \_\_\_\_\_

Term: \_\_\_\_\_

### My walk-away point (minimum acceptable terms):

Rate: \_\_\_\_\_

Points: \_\_\_\_\_

LTV: \_\_\_\_\_

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## Part 5: Trade, Do Not Give

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For each common concession request, write what you will trade:

“Can you lower the rate?”

I \_\_\_\_\_ will \_\_\_\_\_ trade:

“Can you waive the points?”

I \_\_\_\_\_ will \_\_\_\_\_ trade:

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**“Can you increase the LTV?”**

I \_\_\_\_\_ will \_\_\_\_\_ trade:

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**“Can you close faster?”**

I \_\_\_\_\_ will \_\_\_\_\_ trade:

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## Part 6: Handling Final Objections

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**“Let me think about it”**

**My response:**

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**“I need to talk to my partner”**

**My response:**

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**“I am not ready to commit yet”**

**My response:**

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**“Your competitor offered better terms”**

**My response:**

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## Part 7: Post-Close Checklist

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**After every close, I will:**

- ☐ Confirm next steps clearly

- ☐ Send confirmation email within 1 hour
  - ☐ Celebrate the win with the client
  - ☐ Deliver on all promises
  - ☐ Provide regular updates throughout process
  - ☐ Stay in touch until closing
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## Part 8: Closing Mistakes Audit

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Have I made any of these mistakes recently?

Mistake	Yes/No	How to Improve
Waiting too long to close		
Being apologetic when asking		
Talking after the close		
Not asking directly		
Giving up after one “no”		
Negotiating against myself		
Not confirming next steps		

Biggest mistake I need to fix: \_\_\_\_\_

Action

plan:

\_\_\_\_\_

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## Part 9: Closing Tracking

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Track your closing attempts and results:

Date	Client	Closing Technique Used	Objection?	Result

**Closing Rate:** \_\_\_\_\_ %

**Most effective closing technique:** \_\_\_\_\_

**Technique I need to practice more:** \_\_\_\_\_

## Part 10: 30-Day Closing Improvement Plan

### Week 1: Preparation

- ☐ Write scripts for all closing techniques
- ☐ Practice closing techniques out loud
- ☐ Define my negotiable and non-negotiable terms
- ☐ Establish my walk-away point

### Week 2: Recognition

- ☐ Actively watch for buying signals
- ☐ Use trial closes on every call
- ☐ Close early when I see buying signals
- ☐ Track buying signals I observe

### Week 3: Execution

- ☐ Use assumptive close as default
- ☐ Practice alternative close
- ☐ Handle final objections confidently
- ☐ Stop talking after the close

### Week 4: Mastery

- ☐ Close early and often on every call
  - ☐ Track closing rate
  - ☐ Identify patterns in successful closes
  - ☐ Refine techniques based on results
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## Part 11: Negotiation Scenarios

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**Practice these negotiation scenarios:**

**Scenario 1:** Client asks for 0.5% rate reduction

**My response:**

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**Scenario 2:** Client wants to close in 5 days instead of 10

**My response:**

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**Scenario 3:** Client says competitor offered 1% lower rate

**My response:**

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## Part 12: Reflection & Commitment

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**After completing this module, answer these questions:**

**What is my biggest takeaway about closing?**

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**What closing technique will I focus on mastering first?**

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**What specific action will I take this week to improve my closing?**

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## How will I measure my closing improvement?

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### My commitment to closing excellence:

I commit to asking for the business confidently on every qualified opportunity. I will close early and often, handle final objections professionally, and negotiate win-win solutions. I will track my closing rate and continuously improve.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

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*Complete this worksheet thoroughly and refer back to it regularly. Effective closing is what turns opportunities into revenue—master this skill and you will achieve your sales goals.*