



GETABSTRACT REVIEW OF

# The Lost Art of Closing

## Winning the Ten Commitments That Drive Sales

Finding the best way to close a sale can be confusing for salespeople. Some experts say, “Always be closing.” Others say, “Never be closing.” What are salespeople to make of such conflicting opinions? Sellers often get terrible advice, not just from frauds or inexperienced poseurs, but also from veterans in the field.

## Discussion Questions

- 1.Name the 10 commitments you should secure from your client.
- 2.Why is having the “proper mindset” important?
- 3.What are the six crucial factors to having a proper mindset for sales?
- 4.How do you show value in what you are selling?
- 5.How often do you gain commitment from your clients?

### STEP 1

Have your team read the [getAbstract summary](#).

### STEP 2

Schedule a team meeting to discuss the questions below.

### STEP 3

Have a discussion with your team.

*“Sales can be a very rewarding career because, properly done, it requires that you help people get results they couldn’t have achieved without you.”*

**The Lost Art of Closing**

Anthony Iannarino

## Additional resources



Closing



Sales