Close Difficult Deals

Course Syllabus

Course Overview

Description

In Case Open you staked your claim. You occupied a unique space in your buyer's mind. When your close is delayed, the value of your claim is vulnerable to erosion. You may even face an outright attack from a competitor. Don't lose the sale just because it didn't close on the first try! Close Difficult Deals will show you how to protect your claim until you can bring the sale to a successful close.

Duration: Approximately 15 min

Objectives

After you complete this course, you will be able to:
- Name the plays in the Adapted Solution routine
- Describe appropriate situations for using the Adapted Solution routine
- Name the plays in the Closing Interaction routine
- Describe appropriate situations for using the Closing Interaction routine
- Construct a Give-Get Play for a current or potential prospect

Required Materials

The course contains all required materials. No additional materials are necessary.

Course Outline

Introduction

- Course overview
- Course objectives

Module 1: Principles

- Protect your claim
- Adapted solution examples
- Closing interactions examples
- Timing
- Begin with reframe

Module 2: Construct Give-Get Plays

- Give something
- Practice activity
- Get a commitment
- Practice activity
- Review

Course Administration

Earning Your Certificate

The course provides you with multiple attempts to pass the final assessment. You must receive a score of 70% or better to receive your Certificate of Completion. If you do not pass the assessment, it is recommended that you review the course and accompanying materials before you retake the assessment.

Completion Deadline

You have 12 months from the subscription date to complete the course. You may complete the course at any time during this period.

Policies

All learners must be honest and forthright in their professional development activities. Learners are expected to complete their own coursework.

Course Evaluation

After you have earned your certificate, you will have an opportunity to provide feedback that assists the design and development team with course improvement.

Course Contributions

AllRegs® by Ellie Mae courses are developed through the combined efforts of industry experts, instructional designers, and course developers.

Technical Requirements and Support

You must have an Internet connection and an Internet browser that supports the course files. Refer to the Ellie Mae Academy FAQs to ensure your browser supports our courseware, and to address any additional questions you may have.

Course Help

For additional assistance, email learning@elliemae.com. Please provide the following details:

- Course title
- Related screen number(s)
- Browser and version
- Your contact information