

The Closers Checklist

Objective: Close deals faster by emphasizing ROI and addressing customer concerns effectively.

1. Listen and Understand Objective: Identify the true concerns behind your prospect's hesitation. Checklist:

- ☐ Have I asked open-ended questions to explore the prospect's concerns?
- ☐ Have I determined if their main concern is cost, effectiveness, or fear of change?
- ☐ Have I summarized their concerns back to them to ensure I understand?



Action: Write down the specific concerns raised by your prospect and how you plan to address them.

2. Identify Their Current Situation Objective: Pinpoint the challenges your prospect is currently facing.

Checklist:

- ☐ Have I asked the prospect what inefficiencies or challenges they are dealing with?
- ☐ Have I explored how these challenges are affecting their operations and profitability?
- ☐ Have I connected their pain points to a solution I can offer?



Action: Note the prospect's specific challenges and how your solution addresses each one.

3. Discover Their Goals Objective: Understand what your prospect is trying to achieve.

Checklist:

- ☐ Have I asked the prospect about their ideal outcome?
- ☐ Have I clarified if they are focusing on revenue growth, cost reduction, or operational improvement?
- ☐ Have I matched my solution's benefits to their specific goals?
- ☐

Action: Write down the prospect's goals and match them to the benefits of your product/service.

4. Show Why They Need Help Objective: Demonstrate why the prospect needs your assistance.

Checklist:

- ☐ Have I identified the obstacles preventing the prospect from reaching their goals without my solution?
- ☐ Have I shown them the gap between their current resources and what is needed to succeed?
- ☐ Have I illustrated the specific expertise or tools my solution offers that fill that gap?
- ☐

Action: List the reasons why your prospect can't achieve their goals on their own and how your product bridges that gap.

5. Highlight the Need for Change Objective: Help the prospect see that change is essential and beneficial.

Checklist:

- ☐ Have I addressed their fear of change by emphasizing the risks of staying the same?
- ☐ Have I explained what the prospect stands to lose (time, money, market share) if they don't act?

- ☐ Have I presented change as a lower-risk option compared to doing nothing?



Action: Write a clear statement explaining why remaining in their current situation is riskier than evolving with your solution.

6. Show What's at Stake Objective: Clarify the risks of inaction.

Checklist:

- ☐ Have I shown the prospect how inaction will impact their revenue, costs, or opportunities?
- ☐ Have I highlighted specific, measurable consequences if they choose not to act?
- ☐ Have I created urgency by demonstrating what could happen if they delay their decision?



Action: Identify and document the key risks the prospect faces if they don't make a change.

7. Compare the Benefits Objective: Illustrate the tangible benefits of your solution.

Checklist:

- ☐ Have I used data, case studies, or examples to show the ROI of my solution?
- ☐ Have I clearly articulated the financial and operational benefits?
- ☐ Have I compared these benefits directly against the risks of inaction?



Action: Prepare a comparison of benefits versus risks for the prospect, emphasizing how your solution offers the best path forward.

Conclusion:

Drive Sales with ROI Sales cycle compression focuses on demonstrating clear ROI and addressing concerns with empathy and understanding. Use this checklist to guide your interactions, ensuring you focus on value, risks, and benefits to speed up the decision-making process.

Next Steps:

Implement these strategies in your next prospect conversation. Review the responses in each section to personalize your approach. Use this checklist regularly to refine your ability to drive home ROI and close deals faster.