

# EDGE™ Master Closer Steps Guide: Close Deals with Confidence

## Purpose:

This guide equips small business owners with the knowledge, structure, and actionable steps to master the final stages of the sales process. Whether you're new to selling or looking for a refresher, this guide breaks down **three critical steps**: Prepare, Present Value, and Close Confidently.

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## Step 1: Prepare – Lay the Foundation for Success

### Why it Matters:

Preparation sets the tone for every sales conversation. Without it, even the best solutions can be lost to poor timing, unclear communication, or missed expectations.

### Key Components:

#### 1. Prospect Research:

- Understand their business, goals, and challenges.
- Review any past interactions or engagements.
- Check social media, LinkedIn, and news mentions for insights.

#### 2. Agenda Planning:

- Outline key points to discuss.
- Prepare questions to uncover pain points.
- Determine what a successful outcome looks like for both parties.

#### 3. Objection Anticipation:

- List common objections and craft clear, confident responses.
- Role-play or rehearse responses to feel natural and confident.

#### 4. Internal Alignment:

- Ensure your team is aligned on the prospect's needs and the solution you're offering.

### Tips for Beginners:

- Start simple: research one key challenge and focus your discussion around solving it.
- Use a checklist to ensure no step is skipped.

### Action Step:

Spend at least **10–15 minutes** preparing for each interaction. Write down 3 key objectives for the conversation.

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## Step 2: Present Value – Show How You Solve Their Problem

### Why it Matters:

Prospects buy **solutions**, not products. Demonstrating value clearly differentiates you from competitors and builds trust.

### Key Components:

#### 1. Benefit-Focused Messaging:

- Explain how your solution directly addresses the prospect's challenges.
- Avoid listing features; focus on outcomes.

#### 2. Storytelling:

- Use real examples, case studies, or mini success stories.
- Connect the benefits to results your prospect cares about.

#### 3. Quantify Results:

- Use numbers whenever possible: time saved, revenue gained, efficiency improved.
- Helps make the value tangible.

#### 4. Engagement & Clarity:

- Ask questions to ensure the prospect understands and agrees.
- Pause to allow for feedback or objections.

### Tips for Beginners:

- Pick one benefit that matters most to the prospect and emphasize it.
- Use simple, clear language — avoid jargon.

### Action Step:

Craft **one refined pitch** this week that clearly articulates value. Practice delivering it confidently.

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## Step 3: Close Confidently – Ask for the Business

### Why it Matters:

The close is the moment of action. Clear, confident closing eliminates hesitation and increases conversion rates.

### Key Components:

#### 1. Summarize Value:

- Recap the prospect's challenges and how your solution addresses them.

#### 2. Address Remaining Objections:

- Ask if there are any concerns left.
- Respond calmly and confidently.

### 3. Ask for Commitment:

- Present the next step: contract, payment, or trial agreement.
- Use assertive, positive language.

### 4. Follow-Up:

- If the prospect needs time, set a clear follow-up date.
- Document everything in your CRM or tracker.

### Tips for Beginners:

- Practice closing language in front of a mirror or with a peer.
- Use “assumptive closing” techniques: phrase the next step as if it’s expected.

### Action Step:

Choose **one closing technique** to implement this week. Track results and refine your approach.

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## Pro Tools to Enhance Your Closing

1. **EDGE Conversion Efficiency Tracker** – Track where leads stall and take action.
  2. **Follow-Up Templates** – Use consistent messaging to improve speed and response rates.
  3. **CRM Notes & Alerts** – Set reminders for every step of the sales process to ensure no lead is lost.
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## Quick Wins Checklist

- ☐ Prepare: Review prospect info and define objectives
  - ☐ Present Value: Highlight 1–2 key benefits with real examples
  - ☐ Close: Summarize value, handle objections, and request commitment
  - ☐ Follow-Up: Schedule reminders and document all interactions
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### Callout: EDGE Assessment & Pulse Quiz

Want an extra layer of insight? Take the **EDGE Pulse Quiz** for a quick snapshot or the full **EDGE Assessment** for a deep dive into all 10 Dynamics — both help you pinpoint areas to improve your closing and sales process.

Take the [EDGE Assessment](#) or [Pulse Quiz](#)