



**The  
Closer's  
Circle**

Where Solution Consultants  
become serious closers

We're excited  
to help you  
build a strong  
foundation for  
success.

# Starting a Great Sales Conversations

The Closer's Circle was created by **Team Faias**, a strategic sales and advisory division of **Merchant People LLC**, to recognize and elevate top-performing professionals who exemplify production, leadership, and long-term portfolio growth.

# Starting Strong: Conversation Tips



- **Smile and Sound Friendly:** Your tone sets the tone.
- **Use Their Name Early:** It builds connection.
- **Lead with Relevance:** Mention something specific to their role, company, or industry.
- **Be Curious, Not Scripted:** Let the conversation flow naturally.

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# Open-Ended Questions to Try



- "What are some of the biggest challenges your team is facing this quarter?"
- "How are you currently handling [specific process or issue]?"
- "What goals are you focused on achieving this year?"
- "What would an ideal solution look like for you?"
- "How do you typically evaluate new tools or vendors?"

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# Handling Objections with Confidence



- **Listen Fully:** Let them finish before responding.
- **Acknowledge Their Concern:** "That's a great point, I hear you."
- **Ask Clarifying Questions:** "Can you tell me more about what's behind that concern?"
- **Respond with Value:** Tie your response back to how your solution helps.
- **Stay Calm and Positive:** Objections are opportunities to build trust.

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# Building Rapport with Clients



- **Find Common Ground:** Look for shared interests, experiences, or mutual connections.
- **Be Genuinely Interested:** Ask about their role, goals, or recent wins.
- **Mirror Their Communication Style:** Match their tone and pace to build comfort.
- **Remember the Details:** Refer back to things they've shared in previous conversations.
- **Be Authentic:** People connect with people, not pitches.

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# Following Up After the Call



- **Send a Recap Email:** Summarize key points and next steps.
- **Add Value:** Share a relevant article, case study, or insight.
- **Set a Clear Next Step:** "Let's reconnect next Tuesday to review options."
- **Be Prompt and Professional:** Timely follow-up shows reliability.

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# Examples of Successful Follow-Ups



- **After a Discovery Call:**

*Subject: Great speaking with you today!*

"Hi [Name], thanks again for your time today. I've attached a summary of what we discussed, along with a case study that aligns with your goals. Let's touch base next Tuesday to explore next steps."

- **After an Objection:**

*Subject: Following up on your concerns*

"Hi [Name], I appreciated your honesty about budget concerns. I've included a few flexible options that might work better for your team. Let me know if you'd like to review them together."

- **After No Response:**

*Subject: Just checking in*

"Hi [Name], I wanted to follow up on my last message. I know things get busy—if now's not the right time, I'm happy to reconnect later. Just let me know what works best for you."

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# Common Mistakes to Avoid in Sales



- **Talking Too Much, Listening Too Little**
- **Focusing on Features Instead of Benefits**
- **Skipping Discovery**
- **Not Following Up**
- **Taking Objections Personally**
- **Being Unprepared**

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