

Presence and the Sales Process Observation – Coach

(Use this assessment in conjunction with chapter two and four of Selling with Presence)

Meeting With: _____ Location: _____ Date: _____

4. Close Phase

In a well-managed consultative sales process, getting to a successful close becomes a natural outcome of dealing with the buyer’s resistance, objections or pushback and successfully negotiating any aspect of the deal that requires such attention. This phase can include the tasks of:

- asking for the business
- facilitating a discussion about next steps/implementation

| Presence Characteristics, Traits, and Behaviors during the Close Phase | Allows you to |
|--|--|
| <ul style="list-style-type: none"> ➤ confidence ➤ awareness of self and others ➤ attentiveness ➤ flexibility | <ul style="list-style-type: none"> ➤ collaborate ➤ influence ➤ be trusted |

Score your coachee on how well you feel he/she did the following:

- Maintained a collaborative mindset Not this time Somewhat Did it well
- Influenced the buyer to make the right choice Not this time Somewhat Did it well
- Remained attentive and flexible Not this time Somewhat Did it well

In the space below, capture your observations that conveyed the ‘right’ presence and a couple of presence spoilers. What did you notice about the following? Be specific.

Facial expression

Eye contact

Managed stress and tension



Stillness (no fidgeting or pacing)

Vocal variety (pace, monotone, upspeak)

Body Language (used appropriate gestures)
