

HOW CENTER STAGE IMPROVES CLOSE RATIOS



Increasing your close ratios is a meaningful measurement for many companies with active sales forces. These ratios track performance, transactions, client communications, and actual purchases. Observation and analysis of closing ratios can provide you with important strategic insights to support improvement of sales processes from many different angles. Center Stage improves closing ratios *and* helps you understand what other steps will improve overall sales productivity.

EXAMPLE

One financial services company, whose name must remain private due to regulatory constraints, applied Center Stage to client educational programs. After applying the concepts in Center Stage, their closing ratios escalated from 60 to 85%.

CENTER STAGE TIP

Improving close ratios is all about listening to build trust. Active listening, followed by demonstrating a clear understanding of your prospect's thoughts and emotions, results in a higher degree of trust. Clients buy from people they trust. Center Stage helps you build long-lasting client relationships by providing you with tools to relate to your client's point of view and emotional qualities.