

The Perfect Close™

Sales Advance Brainstorm Form

Step
1

In the Possible Advance/Client Action column, brainstorm together and write down all the possible actions that your prospects could take. Ignore the columns to the right for now. Just get out all the ideas you can. This is a brainstorm. Write down as many as you can. Keep going until you run out of gas. Then, move on to step 2.

Step
2

Review your ideas. Then, in the Measured by? column, determine and write down how you will know when this action has taken place. This will help you discern advances from engagement or mere feelings.

Step
3

Under the Impact column, determine and rate how impactful this advance would be on the development of your sale. Rate as High, Medium, Low, or None. This will help identify your most ideal advances.

Step
4

For the Achievability/Reasonable column, as a group, rate the achievability/reasonableness of each advance on a scale of 1 to 5 (1=very difficult; 5=easy to achieve). This step will help you assess how realistic each advance is from your client's perspective. This will change from opportunity to opportunity, but for now just be thinking in the generic sense.

Step
5

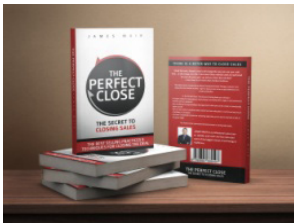
If you were planning for an actual meeting you would prioritize each advance and list them by priority in your encounter plan. You can learn more about encounter plans in Chapter 10 of The Perfect Close.



About James Muir

James is the author of *The Perfect Close: The Secret To Closing Sales - The Best Selling Practices & Techniques For Closing The Deal* that shows sales & service professionals a clear, practical and comfortable approach to increase closed opportunities and accelerate sales to the highest levels while remaining genuinely authentic.

James Muir has 30+ years of experience in healthcare, IT & service sales. He has served in every selling role - services, field sales & management. James has a fresh & practical perspective on what works in real life. He knows the training, education & coaching that best helps sales service professionals attain their highest potential.



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