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The Lost Art of Closing is an indispensable roadmap for using commitments to stay on that journey with the customer, keeping you and your client in lockstep through a successful close." —DAVID A. BROCK, author of Sales Manager Survival Guide. About the Author.

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**The Lost Art of Closing: Winning the
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The Lost Art of Closing will help you win customer commitment at ten essential points along the purchase journey. For instance, you'll discover how to: -
Compete on value, not price, by securing a Commitment to Invest early in the process.

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Iannarino Publish On: 2017-08-08. The key is to lead customers through a series of necessary steps designed to prevent a purchase stall. Iannarino addressed this in a chapter of *The Only Sales Guide You'll Ever Need*—which he thought would be his only book about selling.

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about closing as the most essential,
most difficult phase of selling. They

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Today marks 60 days since the launch of *The Lost Art of Closing: Winning the 10 Commitments That Drive Sales*. The feedback you receive about a book is always interesting. Here are a few important takeaways. I included a model of the language that you can use at the end of each chapter so that the reader could develop something that would

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forward? “Every ending is a beginning. We just don’t know it at the time – Mitch Albom.

The Lost Art of Closing Rituals - Jenny Brav

This is the second video in support of my new book, The Lost Art of Closing: Winning the 10 Commitments That Drive

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The Lost Art of Closing - Video 2

The Lost Art of Closing is an indispensable roadmap for using commitments to stay on that journey with the customer, keeping you and your client in lockstep through a successful

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close." —DAVID A. BROCK, author of
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Anthony Iannarino and improves your close techniques. Anthony wrote the book on the "Lost Art of Closing," literally. Hear his secrets for closing sales with consultative selling and trusted advisors.

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Iannarino

In The Lost Art of Closing, he proves that the final commitment can actually be one of the easiest parts of the sales process - if you've set it up properly with other commitments that have to happen long before the close. The key is to lead customers through a series of necessary steps designed to prevent a purchase

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The Lost Art of Closing is an indispensable roadmap for using commitments to stay on that journey with the customer, keeping you and your client in lockstep through a successful close.” —DAVID A. BROCK, author of Sales Manager Survival Guide

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The Lost Art of Closing | "Always be closing " --Glengarry Glen Ross, 1992
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