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Closing a Deal



# Scenario

You just finished the main part of your pitch. You presented your solution (not the product) with the help of the ***SentryOne reseller Pitch Deck,*** plus delivered a solid reason as to why they should build a partnership with you. All this while answering their queries or objections.

Don’t act as if you have closed the deal. This aggressive play rarely ends well. End with a question, for example:

“*It seems like SentryOne is a good fit for [company]. What do you think*?" or "*If we gave you the product at this price, is there anything holding you back from doing business with us*?”

Some businesses will be happy to sign-on straight away, so you should always have a proposal ready with you. However, many will want to take the time to think it over.

In this case, you need to make sure you send a post-meeting follow-up email.

1. **Follow-up Email**

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| Dear (name),  As discussed, I am contacting you to summarize our meeting that took place earlier today. I would like to thank you once again for giving us the time to discuss a SentryOne solution for your business.   1. *Point that was discussed* 2. *Point that was discussed* 3. *Point that was discussed*   Unless you have any more questions, I think we are ready to get started. Please find attached our proposal; if everything is in order for you, sign it and send it back to me.  I look forward to hopefully working together in the future.  Best regards,  (Name) |

If you do not hear back from the customer within 48 hours, you should phone to check in with them. Perhaps they need a little more time, perhaps they are not interested. Always ask if there is anything you can do for them.

If for some reason you can’t get hold of them, send the following email:

1. **Second Follow-up Email**

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| Dear (name),  We recently had a meeting about delivering a SentryOne solution for your business. I felt that we were a good fit, but since then I have not been able to reach you.  Please let me know if you are still making a decision and if you need more information from my team  Best regards,  (Name) |