



### Competencies that are addressed:

#### PRIMARY COMPETENCY CATEGORIES:

- **Customer Acquisition—**  
Identifies and converts prospects who should be doing business with us into customers who are champions for our organization.
- **Customer Experience—**  
Creates an environment with customers to maintain a positive long-term relationship. Leverages positive experiences to create customer loyalty and a desire for them to be a champion for our organization.
- **Influence—**  
Consistently directs situations and inspires people for an all-win environment.

#### RELATED COMPETENCY CATEGORIES:

- **Communication—**  
Practices active listening supported with meaningful oral and written information.
- **Interpersonal Skills—**  
Displays a consistent ability to build solid relationships of trust and respect inside and outside of the organization.
- **Results Oriented—**  
Passionate about winning. Dedicated to achieving all-win solutions to situations.

# Commitment Strategies

## SUMMARY

In this module, you will look at ways to gain commitment at each stage of the sales process, eventually leading to an order from the customer. You will examine techniques for maintaining customer interest over a long selling cycle and methods for gaining favorable client decisions in challenging economic times.

## CONTEXT

In today's fast-paced, competitive sales environment, gaining commitments from clients is more challenging than ever. Sales cycles have lengthened as organizations take their time making decisions in a tough economic setting. Competitors offer greater and more varied incentives to customers in order to keep business out of our hands. To meet these selling obstacles, you will need to develop a strategic approach to closing the sale.

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### At the completion of this module, participants will be able to:

- Guide customers through the stages of commitment
- Manage commitments over a long selling cycle
- Become a trusted advisor to clients
- Gain commitments in a competitive environment

*"It was character that got us out of bed, commitment that moved us into action, and discipline that enabled us to follow through."  
—Zig Ziglar*