


Selling Fundamentals

The EDGE Model

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Finishing Strongly

It is important to finish strong


- **Endorse**
- **Details**
- **Gratitude**
- **Extend**

E - D - G - E




Endorse - Details

- **Endorse**
 - Commitment creates remorse and uncertainty, be sure to help minimize this.
 - "I think you have made a great decision"
 - "This was time well spent"
- **Details**
 - Make sure the needed follow-up details are discussed and verified
 - "I will see you at 3pm on Tuesday then"
 - "I will need that information by 3pm"
 - "Lets set up a meeting for next week to go thru the details."




Gratitude - Extend



- Gratitude
 - The buyer had options and selected you – be sure to show your appreciation.
 - Don't go overboard – it comes across as disingenuous.
 - "Thanks for you business, I really appreciate it"
- Extend
 - Use the momentum you have gained via commitment and preview the next positive outcome
 - Requires forward thinking.
 - "And after we talk over the proposal I hope you will like what you see and we can talk deal"

Exiting: The Last Step




10 Minutes = Success

- **Expand on your notes**
 - Write in the rest of the story so that days, weeks, months from now the notes make sense.
- **Initiate Follow-up Action**
 - Immediately start in motion the follow-up you have promised.

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The Result



- Strong Finish with EDGE
- Strong Beginning via 10 Minutes

Increased Success

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