


HOW TO SOFT CLOSE THROUGHOUT THE SALES CYCLE

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SENIOR ACCOUNT EXECUTIVE AT TROPIC



A soft-focus photograph of a man and a woman walking away from the camera on a path in a park. The woman is on the left, wearing a dark dress, and the man is on the right, wearing a brown jacket and blue jeans. They are holding hands. The background is filled with trees, some with green and some with yellowing autumn leaves. The overall mood is romantic and peaceful.

BUT FIRST... A LOVE STORY

MILESTONES



A man in a white shirt and black shorts is kneeling on a rocky cliff, holding a ring box. A woman in a red dress stands before him, looking down at the box. The background shows a vast, hazy landscape with mountains and a body of water.

I FINALLY POPPED THE BIG
QUESTION

A man in a light blue shirt and dark pants is kneeling on one knee, holding a smartphone to take a picture. A woman in a white shirt and blue jeans stands in front of him, holding her hands up in a 'stop' gesture. The background is a bright, overexposed outdoor setting, possibly a beach or a field. The text 'SHE SAID... NO' is overlaid in the center of the image.

SHE SAID... NO

None of this
actually happened
but y'all are
probably treating
your sales cycles
like this silly
little story.

HOW TO INCORPORATE SOFT CLOSES THROUGHOUT YOUR SALES CYCLE

GONG

#1 AE at Gong

FY23 Gong's AE of
the year



TROPIC

SR AE at Tropic

THE PROBLEM

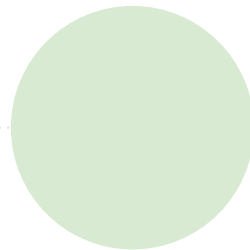
STEP 1

We start
working a
deal



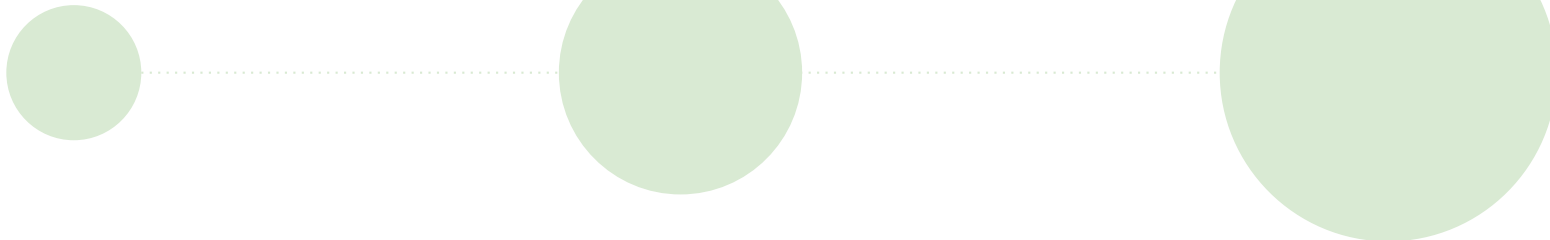
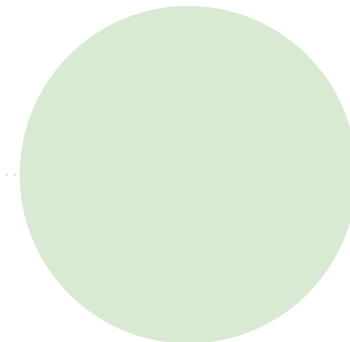
STEP 2

We pour hours
and hours of
work into
this deal



STEP 3

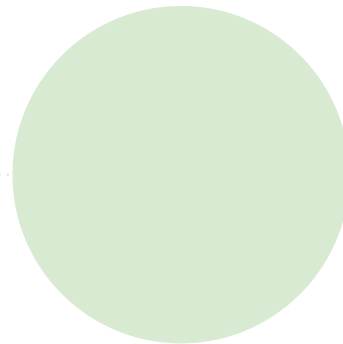
We wait until
some big
scary final
meeting



THE PROBLEM

STEP 4

In a state of sweaty panic and anxiety we cross our fingers and pray that our prospect responds well, and will enter a severe compounding state of dismay if the call doesn't go as well as we hoped in our naive happy eared little sales brains.



THE SOLUTION

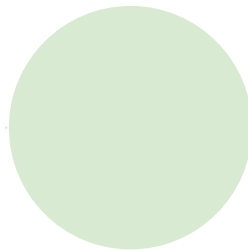
STEP 1

We start working a deal - plant seeds about closing



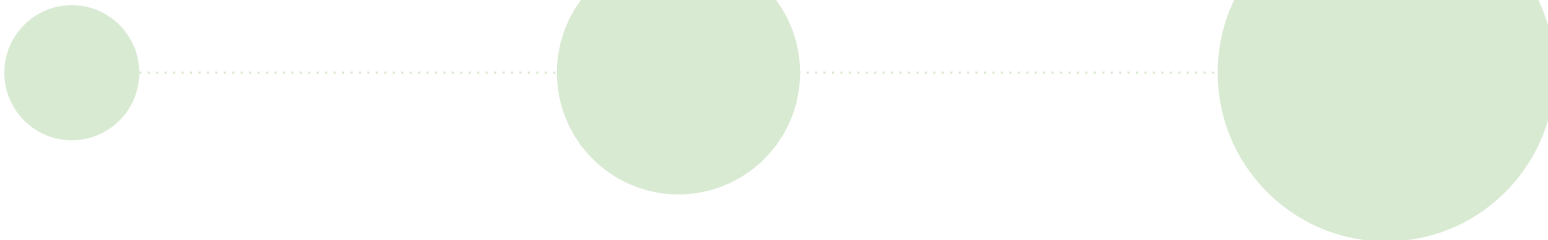
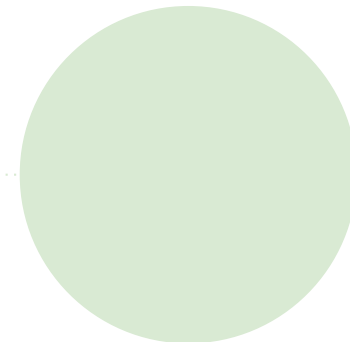
STEP 2

We spend some hours on a deal and ask to close it



STEP 3

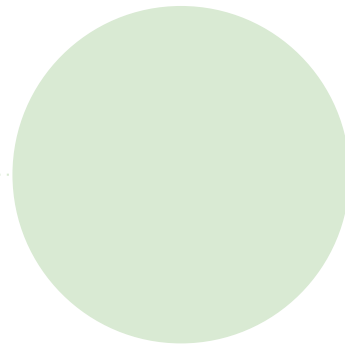
We uncover what is standing between us and a deal



THE SOLUTION

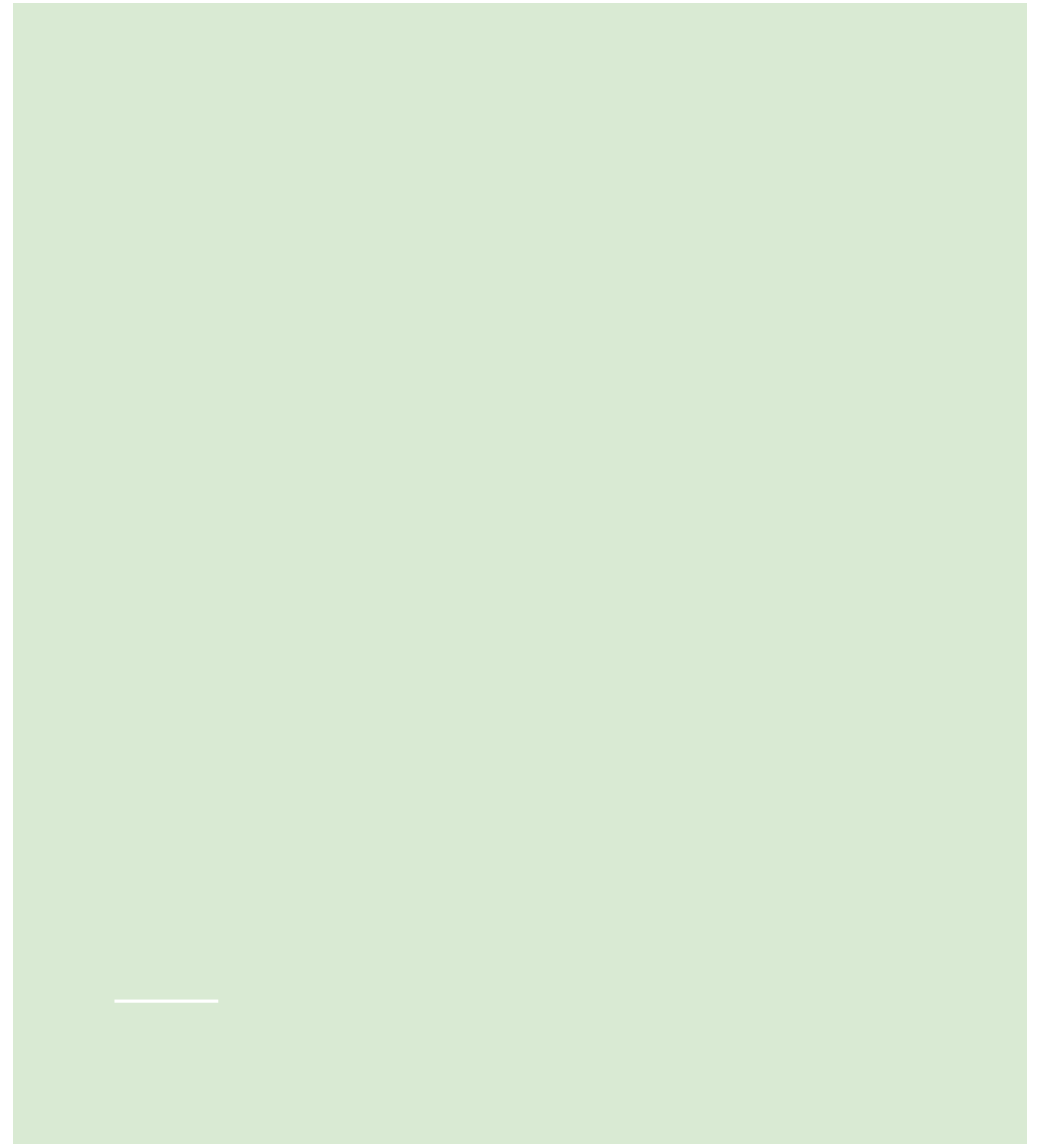
STEP 4

We close that shit. Because we are fucking closers.
And closing is what we do.



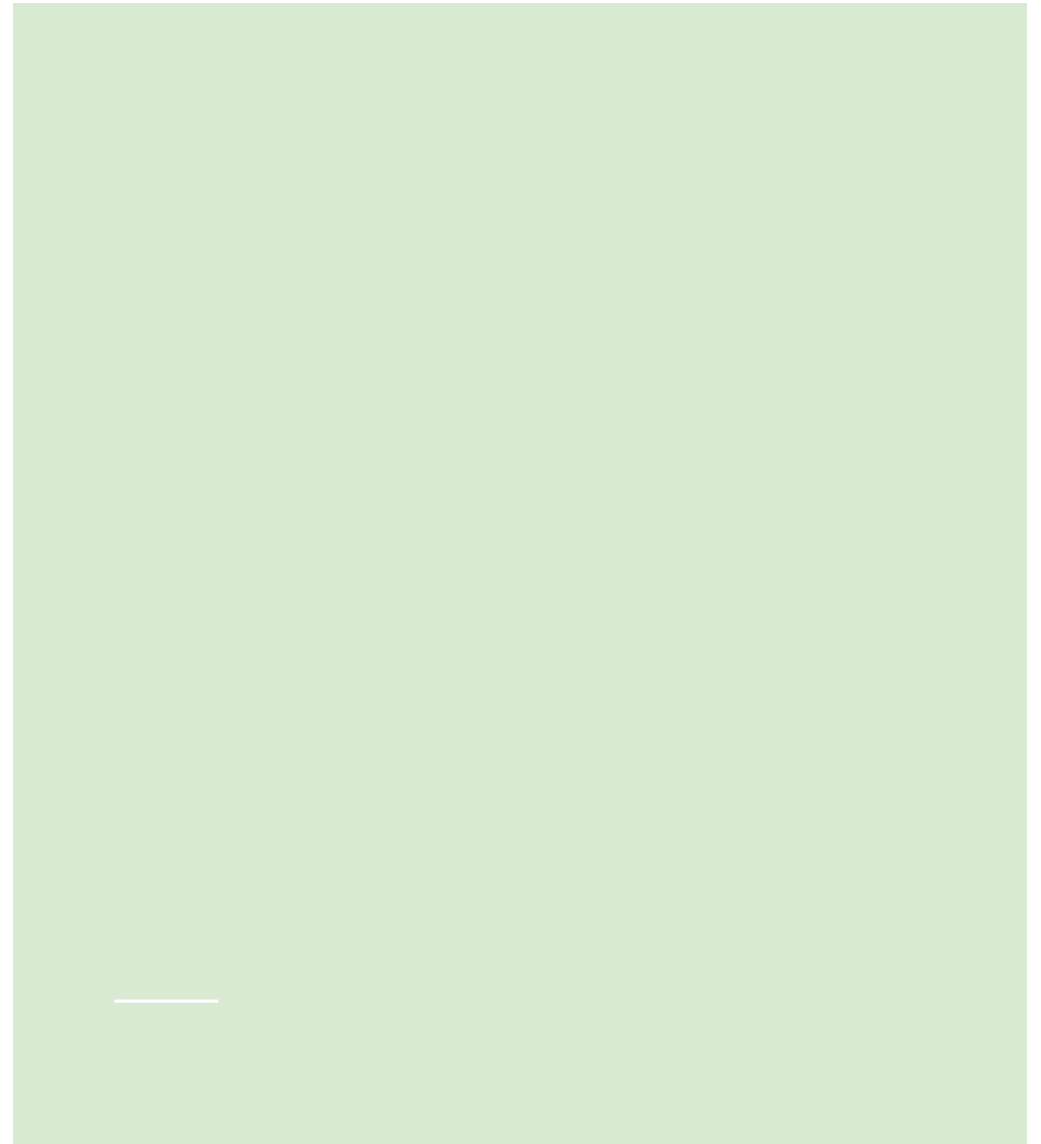
“Typically this call
will have one of
three outcomes”

“To me it feels like we have checked every box we set out to check, am I way off there?”



“Typically after a few days in our pilot people realize they are just ready to buy, are you there yet?”

“Sounds like this is exactly what you needed, open to discussing how we can make this thing official?”



REMEMBER

A no is gold.

MILESTONES



SHE SAID...YES

BECAUSE WE ARE FUCKING CLOSERS.

AND CLOSING IS WHAT WE DO.

2025

SALES
SUCCESS
SUMMIT