

Frontline

Closing

Strategies

# FROM CALL TO CLOSING

**REGISTER  
NOW**



**BILL PROSCH, CR**

Developing the mindset of your staff to treat every client interaction as an opportunity will lead to:



Improved Closing Rates



Increased Gross Revenue



Creating Future Opportunities



Quicker Cycle Time

## Who Is Truly Responsible For Sales In Your Company?

Every Employee Who Interacts With Clients!

Your employees are “closers,” and they don’t even know it! Equip your staff to treat every interaction as an opportunity. Those who are on the front lines, such as Project Managers, Estimators, and Crew Chiefs, will learn how their client interactions can move prospects closer to signing the contract.

## IMPORTANT CONCEPTS

Closing Rates	Proposal Presentation	Presenting More Proposals
Closing the Deal	Creating More Value	Creating Opportunities

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