

**SHIWANA Inc. helps companies increase revenues and improve sales effectiveness.**

Shiwana's *Close It* process is a suite of proven methodologies and sales techniques to help you reduce the time it takes to convert customer decisions into bookable purchase orders. We provide you and your sales team methods and tactics to:

- Accelerate your customer's approval cycles
- Increase amount of face time salespeople have with senior decision makers
- Gain insight to how your customers make internal decisions
- Improve your predictability of when orders will close.

Once a successful sales campaign is completed your next challenge is closing the deal. Have you seen that joyous look on salespeople when after months of working on a large transaction, you are selected as the vendor of choice? The deal gets forecasted and becomes a "commit" to the company. However, you have also experienced the waiting, frustration, and even embarrassment when large transactions still haven't closed 3 or 4 months after you made the "commit."



If you ask your salespeople when you will receive an order they'll tell you "Well, my internal champion told me it's on his manager's desk, but the manager is on vacation this week," or "The purchase request is working its way through corporate," or some other update or excuse. In many instances, your salespeople simply don't know how the order gets placed, nor where it is in your customer's internal approval cycle. From the salesperson's perspective, the customer has decided on your products and it's just a matter of time before the company receives the formal purchase order.

***CLOSE IT!***

The most successful salespeople recognize that converting decisions into orders requires another selling cycle. And this is a different sales cycle from the one just completed. Shiwana's *Close It* process focuses on this second sales cycle and helps reduce the time it takes to convert sales decisions into bonafide purchase orders. Our proven methodology and sales techniques accelerate customer approval cycles, improving your predictability of when orders will close. We provide *Close It!* as deliverable content to you and your salespeople at your offices – you always maintain control of your accounts. We can personalize this as a consulting service and apply these techniques on an individual deal-by-deal basis.

**CONTACT US** and we'll show you how to "Turn your decisions into Gold."