SALES MANAGER FIELD GUIDE

The High-Ticket Closing Playbook

A practical system for diagnosing stalled deals, protecting margin, and using discounted travel vouchers at the right moment.

For owners, sales leaders, dealer principals, and managers of high-ticket sales teams

STOP DISCOUNTING. START CLOSING.

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The purpose of this playbook

This guide helps managers turn inconsistent closing behavior into a measurable process. It is not a collection of pressure tactics. The objective is to help qualified buyers make clear decisions while protecting price and customer trust.

Use a discounted travel voucher only after the core purchase fits, the value is understood, and timing or desire for added value is the genuine remaining issue.

The eight-stage high-ticket close

1. Qualify the problem: define what the buyer wants to change and why it matters.
2. Map the decision: identify participants, criteria, approval, and target date.
3. Present relevant value: connect the offer to the buyer's stated priorities.
4. Confirm fit: ask what is right, missing, or uncertain.
5. Diagnose the obstacle: classify fit, value, affordability, authority, timing, trust, implementation, or comparison.
6. Resolve with evidence: use the proof or change that matches the obstacle.
7. Present added value selectively: explain the discounted travel voucher accurately when eligibility and timing support it.
8. Ask, document, and measure: request the decision and record the outcome.

The stalled-deal diagnostic

Manager question	Evidence required
What problem is the buyer solving?	Customer language describing the need and consequence.
Why now?	A real date, cost of delay, event, or operating constraint.
Does the solution fit?	Explicit customer confirmation and any gap.
What remains unresolved?	One classified obstacle, not a guess.
Who decides?	Participants, roles, criteria, and approval path.
What happens next?	Date, attendees, information, and intended decision.

If the representative cannot provide this evidence, return to discovery. More follow-up activity is not a substitute for a decision path.

The objection framework

1. Acknowledge the concern without arguing.
2. Clarify what the customer means and why it matters.
3. Classify the concern before selecting a response.
4. Confirm that resolving it would support a decision.
5. Respond with relevant evidence, a suitable option, or an honest disqualification.
6. Verify resolution and ask for the next decision.

Objection category	Manager-approved response direction
Fit	Revisit requirements or change the solution.

Objection category	Manager-approved response direction
Value	Connect outcomes to priorities and use relevant proof.
Affordability	Explore suitable scope, terms, timing, or stop.
Authority	Bring the required participant into the decision.
Trust / risk	Provide transparent terms, proof, service, and implementation detail.
Timing	Clarify cost of delay and real dates; consider added value if eligible.

Price-objection scripts

Separate affordability from value

"Is the investment outside the available budget, or are you uncertain the value justifies it?"

Clarify a comparison

"What would the lower-priced option need to include for you to consider it equivalent?"

Test a discount request

"If the price changed, would you be ready to move forward, or is another concern still unresolved?"

When a concession is appropriate, exchange it for a change in scope, quantity, terms, timing, or commitment. Track the gross profit surrendered.

Authentic urgency

Urgency comes from the buyer's situation. Scarcity comes from limited availability. Either must be factual, explainable, and consistently applied.

- Ask what happens if the problem remains unresolved for three or six months.
- Identify the date by which the buyer needs the outcome in place.
- Work backward from implementation lead time.
- State real inventory, scheduling, financing, or campaign dates accurately.
- Define the next decision instead of promising another vague follow-up.

Suggested close: "Given the outcome you want by [date], the remaining implementation window, and the offer terms we reviewed, does moving forward now make sense?"

Where the discounted travel voucher fits

Use it when	Do not use it to repair
The product fits the stated need.	Poor product or customer fit.
The buyer understands the core value.	Unproven value or missing evidence.
The investment is workable.	A purchase the customer cannot responsibly afford.
Decision-makers are involved.	Missing authority or an incomplete process.
Timing or added value remains.	Trust, service, or implementation failures.
The purchase meets campaign rules.	No meaningful customer priority.

The accurate presentation sequence

1. Confirm that the core purchase makes sense without the promotion.
2. Confirm eligibility under the documented campaign rules.
3. Call the offer a discounted travel voucher.
4. Explain the travel value, recipient costs, eligibility, restrictions, deadlines, redemption process, and support.
5. Give the customer access to the complete terms.
6. Ask whether the added value affects the timing of the decision.
7. Record presentation, issuance, discount, outcome, and revenue in CRM.

Suggested language: "For qualifying purchases during this campaign, we include a discounted travel voucher. May I show you exactly what it provides, what the recipient pays, and the applicable dates?"

The 21-day manager launch plan

Window	Manager actions
Days 1-3	Define eligible deals, offer economics, terms, CRM fields, baseline, and success metrics.
Days 4-5	Train representatives on diagnosis, presentation, disclosure, and direct closing questions.
Days 6-7	Role-play fit, price, timing, comparison, and discount-request scenarios.
Days 8-14	Run the controlled campaign; review presentation and outcome data daily.
Days 15-21	Compare qualified close rate, cycle time, gross profit, cancellations, revenue, and commission with baseline.

Weekly revenue scorecard

- Qualified opportunities created and their source.
- Qualified close rate and median sales-cycle length.

- Average order value, discount rate, and gross profit.
- Voucher presentation, issuance, and outcome by representative.
- Consultations, sales-qualified opportunities, attributable pipeline, closed revenue, and commission.
- Cancellation, complaint, and customer-experience signals.

Use a credible baseline or controlled comparison. Do not attribute every improvement to the campaign merely because it occurred at the same time.

Manager coaching scorecard

Behavior	Pass standard
Discovery	Buyer problem, consequence, date, and decision process are documented.
Diagnosis	Representative identifies one evidence-based obstacle category.
Value	Explanation is tied to the buyer's stated priorities.
Voucher timing	Presented only after fit/value and only for eligible purchases.
Accuracy	Recipient costs, restrictions, and deadlines are explained.
Close	Representative asks directly and records the outcome.

Your next step

Schedule a campaign consultation at BestBuyIncentives.com/contact. We will map your transaction economics, current discount pattern, eligible sales stage, representative language, and controlled measurement plan.

Best Buy Incentives has supported promotional programs since 1992. Program suitability depends on the offer, customer, campaign rules, and accurate recipient communication.