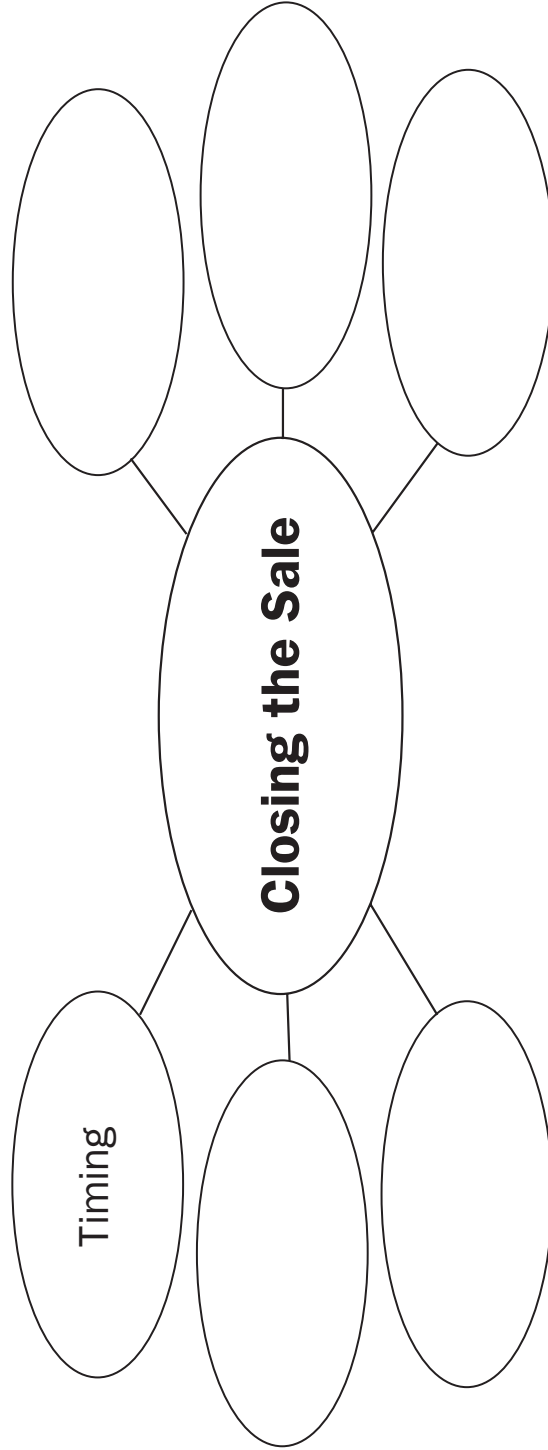


# Graphic Organizer Section 15.1

## HOW TO CLOSE A SALE

### Graphic Organizer

**Directions:** Draw this chart to identify information you need to know in order to close a sale.



# Graphic Organizer Section 15.2

Copyright © by The McGraw-Hill Companies, Inc. All rights reserved.

## CUSTOMER SATISFACTION AND RETENTION

### Graphic Organizer

**Directions:** Draw this chart to summarize key points for suggestion selling, and for building a clientele.

