



CLOSING QUESTIONNAIRE
SOFA System for Closing

SUMMARY – What kind recap you want? Do you want a High-Level summary where you only share the major talking points? Or is it preferable to offer a more comprehensive breakdown of what was covered in the form of a Detailed List?

Four horizontal lines for writing a summary response.

OPEN to Q&A's – Depending on the time you are given or the type of presentation you are delivering, you may or may not want to open it up to audience questions. Take some time to write out 2-3 common questions that you anticipate you will get at the end of your session.

Four horizontal lines for writing open Q&A questions.

FEEL – Understanding that people will buy you and what you are saying first emotionally and then justify that purchase logically, create 3-4 closing questions that solicit a feeling. Make the questions more and more specific as you ask them.

For example: 1) "Do you feel at least a little more confident?" 2) "Have you learned at least 1 or 2 new things today?" 3) What did you learn that will help you in your business immediately?"

Four horizontal lines for writing feel-related questions.

ACTION – Without clear and simple action steps your presentation will not be complete. Based on the goals you have for the session, come up with 2-3 specific action items that your intended audience can take that will help them move closer to the next steps in your process.

For example: Scheduling a demo or guided evaluation, apply 1 learning to your next business dealing, etc....

Four horizontal lines for writing action items.