

### **Thoughts on Trial Closing**

Trial or pre-closing simply means that you are assessing the motivation level of the patient. Trial closing gives you the opportunity to broach the final decision process without the patient having to actually make a final decision. There are many pre-closing tactics you can use. They can be used to move from one step to the next.

Another way to look at trial closing is that it is simply a way to ask the patient permission to move to the next step of the appointment. Getting their permission is likely to result in a patient who is engaged in the process.

Once you have gained agreement to move to the next step, it is important that you stick to a disciplined approach. This is where you can expect to see the majority of objections; therefore, the more disciplined you are in the execution of a process, the more effective you can overcome the objections.