



# Closing in the Red Zone: 12 Principles to Finishing the Sale When it Counts

*Sam Caucci*

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The sport of sales is a game that comes down to execution. Like any sport, a salesperson must be able to execute on certain fundamentals time and time again in order to come out with a win. Are you prepared to close the sale when it counts? Closing in the Red-Zone delivers the 12 principles to finishing the sale when your sales game is on the line.

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