



SalesMastery

KNOWLEDGE | GROWTH | SUCCESS



 **Sandler Training**
Herrick Consulting Group®
225-366-9806

Are Your Selling Strategies Working Against You?

Is your sales team tired of:

- Chasing buyers who won't return their calls or emails?
- Dealing with buyers who pick their brain for ideas, and then give the business to someone else?
- Wasting time with leads who initially looked interested but were far from it?
- Making presentations to people who can't or won't make decisions?
- Their proposals being used as bargaining chips to negotiate better prices?
- Handling one stall or objection only to have another emerge almost immediately?
- Having to work so hard to get buyers to make commitments?
- Feeling frustrated because they can't get their buyers to keep the commitments they finally got them to make?
- Constantly looking for new ways to find buyers that don't require cold calls?
- Inconsistent sales forecasts and results?

Are you ready to help your team:

- Take control of their selling process?
- Learn how to qualify buyers before investing time, money and energy pursuing them?
- Close more sales, more quickly, more easily, and more profitably?
- Have fun in their sales career and be treated like a professional?
- Become a sales master and respected contributor?

Then maybe it's time to learn why the traditional selling strategies are failing, and why the Sandler® philosophy will help you and your sales team create an effective and efficient process for developing sales opportunities.



Sell More,

Sell



In the Sandler Training® SalesMastery program, the best practices have been carefully collected through over 50 years of sales training experience. Timeless sales strategies, communication skills, and success principles have been instilled into this program which will accelerate your sales team's journey to becoming a lifelong, successful sales professional.

During the course of this program, your sales team will master the most powerful sales methodology ever developed, the Sandler Selling System. This bold, take-charge approach to the sales process challenges long-held sales beliefs, turns the tables on buyers, and places the power and control of the sales process firmly in the hands of the sales professionals.

A decorative graphic consisting of several small squares in orange, blue, and yellow, arranged in a stepped pattern on the left side of the slide.

More

Easily

The image features three concentric square frames. The outermost frame is blue, the middle frame is orange, and the innermost frame is yellow. These frames are centered on a white background, which is itself set against a green background. The text "Acquire the Skills of a Sales Master" is centered within the white area.

Acquire the Skills of a Sales Master

This program will equip your sales team with the sales skills perfectly suited to today's dynamic and constantly changing sales environment. It's a flexible, yet disciplined approach that will put your team at ease and in control of even the most trying sales situations.

Through the SalesMastery training, your sales team will be able to consistently:

- Qualify buyers and identify their real needs
- Disengage from situations that will waste their time
- Structure sales encounters for optimal effectiveness
- Improve their ability to set and achieve ambitious sales goals
- Sharpen their prospecting and lead acquisition skills

The SalesMastery program is not a one-shot, quick-fix seminar designed to fill your sales team with catchy clichés and short-lived enthusiasm. It's an ongoing development program grounded in proven communication and psychological theories, powerful strategies, and masterful techniques that your salespeople can use on every call, with every buyer for the rest of their lives!

Program Support Materials

Sandler provides your sales team with everything they need to get the most out of the training and continue to apply it to their everyday sales experiences. The SalesMastery course contains 16 lessons to help your sales team sell more and sell more easily. Workbooks and online instruction introduce and explain the Sandler Selling System® concepts in each module. Through exercises, case studies, group activities and role plays, the lessons are brought to life to create a better understanding. Other tools, such as infographics and audio podcasts, are paired with each lesson to enhance each lesson. The workbook and tool kit are available both electronically and in a physical, professionally printed binder



SALES TOOLS

The Post-Sell Strategy Creator

Transform the close to your contribution of the prospect's attention and post-sell offer into a commitment to learn more.

Tool 8.3

Nothing is more stressful today than the stress that stems from confusion. Confusion is a state of feeling overwhelmed from creating a desire without a plan to implement it. It's a state of feeling overwhelmed to understand perfectly. The only way to overcome confusion is to establish a sequence. People always change their minds.

Tool 8.3 *Establish a sequence when you talk to sales after you thought you were done.*

Look? Look closer.

Look? Look closer.

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LANDING PAGE

Header + Hero Image

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Download our new blank copy of this tool at learn.sandler.com

Sandler Training

SALES TOOLS

Where opportunity goes for the entrepreneur's blueprints

No-Pressure Prospecting Call

Tool 12.3

Checklist

- ☐ Make introductory connection
- ☐ Make Up-front Commitment
- ☐ Give 30-second Commercial
- ☐ Close for Appointment
- ☐ Push Sell
- ☐ VPC for Appointment

Active Ingredients

1. *Just want one need to be talking*

- A.
- B.
- C.
- D.
- E.
- F.

How to Close Prospects

"Why don't you give me 30-seconds and I'll tell you why I'm calling and you can decide if you should continue or not. Sell!"

Pain Indicators

- Pain Indicator 1 *For quoting*
Which means for *few money* eyes
- Pain Indicator 2 *For money eyes*
Which means for *few money*
- Pain Indicator 3
Which means for *few money*

Close for Appointment

Based on Personal Sell

Does it make sense for you to see if you may be able to?

Final-Sell Appointment

You would call me if you couldn't make sense.

VPC for Appointment

After our meeting, it is doesn't make sense, you could tell me right?

Download a more blank copy of this tool at leanstack.com

Lean Stack
The Entrepreneur's Toolkit



Dashboard > Sales Solutions > Sales Mastery

COURSE SUMMARY

The Sales Mastery program collects the best practices from our 50-plus years of sales training experience.

We distilled into this program the timeless sales strategies, communication skills, and success principles which will accelerate your journey to becoming a lifelong, successful sales professional.

YOUR PROGRESS

Progress: 0%

Mouse over to touch bar for info.

Overview of students

ASSIGNMENTS

None due within two weeks

SET ASSIGNMENT

VIEW ALL ASSIGNMENTS

GRADE ASSIGNMENTS

VIEW REPORTS

Sales Mastery

Welcome to Sales Mastery!

This program will help you expand your existing knowledge and expertise and apply it to a new framework of action that will enable you to more quickly and effectively identify, qualify, develop, and close sales opportunities.

We will provide you with the advanced strategies and tactics necessary to sell more and sell more easily, along with the behaviors and willingness to reach the highest levels of success. All you will need is the desire and commitment to close more sales and the open-mindedness and willingness to implement what you are learning.

Immerse yourself, take notes, focus on your mindset, practice, implement, and have fun!

Each lesson will have videos, audio, text and worksheets so you can consume the information in the format most effective for your learning style. Finally, the lessons are designed so you can implement the tactics and strategies immediately in your workplace. However, it will be your job with the help of your coach and manager to take action and apply this information. Don't take yourself too seriously, and don't forget to have fun. The best place to practice and fail is outside of the sales call.

03:53

David Mattson

President & CEO

In this course, you will find some helpful resources to reinforce your live training and make the most of your investment in yourself and your career.

- Download your Sales Mastery Workbook and Sales Mastery Tool Kit below to follow along with the live and recorded training sessions.
- Complete the Self-Study Lessons in the section below according to the schedule set by your trainer. You can also listen to the Sales Mastery Audio on your favorite device.
- Participate in the Sales Mastery Peer Forum where you can share your questions and best practices.
- Once you have complete all the Self-Study Lessons, view the Sales Mastery Wrap Up at the bottom of this page.



Topic Descriptions:

Why Have a System: Successful salespeople have a systematic approach to developing business opportunities. They follow a tried and true, step-by-step process that produces a definite outcome each time it is practiced. Your sales team will learn about the Sandler Selling System and how they can remove the roadblocks in your company's current system to ensure a successful conclusion to each opportunity.

Bonding and Rapport: Developing rapport and creating a bond with a buyer is an integral part of the selling process. It is the first step in creating a relationship based on mutual trust. Your team will learn how to bond and build rapport with buyers by using proven communication and psychological principles.

Up-Front Contracts: One of the keys to successful selling is to maintain control of the process. The Up-Front Contract, which is an important part of the Sandler Selling System, is the tool that will enable your sales team to establish an agenda for each conversation and maintain control of the sales process. Your team will learn when and how to establish Up-Front Contracts with buyers.

Questioning Strategies: Salespeople were once praised for having the "gift of gab." However, it is the salesperson's ability to obtain information quickly and accurately that closes more sales. Your sales team will learn how to apply the Sandler questioning strategies to get the buyers to open up and discuss the real problems. They will also use these strategies to overcome stalls, objections, or problems so they can keep moving forward in the selling process.

Pain: Buyers buy for their reasons, not the salesperson's reasons. Your sales team will learn how to define a buyer's needs, wants, challenges and/or problems, or what Sandler calls "pain." They will learn the three components of pain and how to use the specific questioning techniques to uncover those elements. They will also learn how to qualify or disqualify the opportunity based on whether or not they can solve the problems identified.

Budget: If a buyer cannot or will not make the necessary investment to buy your product or service, it's better to know sooner rather than later. Your sales team will learn the second step in qualifying or disqualifying the opportunity is uncovering the buyer's budget. They will learn how to overcome the discomfort many salespeople experience when discussing money matters with buyers. Your team will learn specific questioning techniques to uncover the buyer's budget in a manner that does not put the buyer on the defensive.

Decision: How a buyer will make a buying decision should not be a mystery. If your team doesn't know ahead of time exactly what a buyer will need to see or hear to make a buying decision when they make your presentation, it's unlikely that they will leave with a decision. Your sales team will learn that the third step in qualifying or disqualifying an opportunity is identifying the process by which buyers make buying decisions. They will learn how to skillfully question buyers to uncover this information and how to determine the cast of characters, the specific elements of the decision process, and the timeframe for the decision.

Closing the Sale: All too frequently, sales are lost because the salesperson didn't know when to stop talking. Your sales team will learn how to present your product or service in a manner consistent with the buyer's priorities. They will learn how to increase their chance of closing the sale. Your team will learn how to obtain a decision and prevent buyer's remorse from taking hold. Finally, your sales team will learn how to set the stage for future business and obtain referrals from a new customer.

Improving Your BAT-ting Average: Success is combination and culmination of Attitudes, Behavior and Technique. Your team will learn that some existing beliefs are sabotaging their sales efforts and the relationship between their beliefs, judgments, actions and outcomes. They will then identify the behaviors required to achieve the outcomes and the techniques necessary to properly execute the behaviors.

Breaking Through Your Comfort Zone: Many salespeople hit a plateau in their sales results for no apparent reason, and stall at that level. Your sales team will learn what a comfort zone is and how to define their current comfort zone. They will determine what is confining them to that zone and define where they would like to be. Next, your team will create a plan to break through their comfort zone and track their progress to make sure you they continue to grow.

Creating a Prospecting Plan: Taking a shotgun approach to prospecting is usually not the most efficient or effective strategy. Your sales team will learn how to create a prospecting plan that contains a mix of activities appropriate to the market and in line with the budget. In addition, they will learn how to calculate the number of contacts they need to make and how to schedule their activities to meet their sales goals.

Making the Prospecting Call: For many salespeople, prospecting is a dreaded activity. Your sales team will learn what causes call reluctance and how to use special techniques for overcoming their fears and making the call. They will learn how to create a 30-second commercial, how to incorporate it into their prospecting approach, engage gatekeepers, and ultimately start a sales conversation with a decision-maker. Your team will learn two prospecting approaches that they can customize for their situation.

Negative Reverse Selling®: Negative Reversing is an advanced questioning strategy based on the “reverse psychology” principles. It will help your sales team steer the conversation to explore another avenue or test the buyer’s reaction to a particular aspect of a product or service. They will appear to take the conversation in one direction with their question while the objective is for the buyer’s answer to take the conversation in the opposite direction, a direction favorable to the product or service. It can be used to highlight or reinforce an aspect of the product or service, but in a way that is non-confrontational.



Psychology of Sales: Much of our personality is shaped by early childhood influences, teachings, and messages. Your sales team will learn about the components of their personality that influence their behavior, how they were developed, and the impact they have on their selling success. Your team will learn how to identify repetitive, non-productive games and how to replace them with more appropriate behavior.

Setting Goals: Would you start a road trip without knowing where the destination was? Would you start your trip without a GPS or set of directions on how to get there? Your sales team will learn how to identify their life goals, determine what they need to do (from a sales perspective) to achieve those goals, and develop a plan to track their progress and fine-tune the plan. Additionally, they will learn to identify who they need to become and the skills they need to develop to attain their desired level of success.

Developing Your Formula for Success: Long-term success is most often the result of doing a number of things effectively, efficiently, and consistently over time rather than the result of doing only one or two things extraordinarily well. Your sales team will learn about the 10 elements in Sandler's Formula for Success and how to use them to generate their own strategy for accomplishing the everyday tasks involved in sales.



Commit yourself to lifelong learning

Each interactive training session will present your sales team with an exciting combination of easy-to-follow lessons, real-world examples and role-plays, problem solving session, and ongoing reinforcement through additional resources. Your team will receive powerful online tools that they can refer to whenever they wish to explore specific topics or review additional material from a recent lesson. Knowledgeable and experienced Sandler Trainers provide you and your team with plenty of individual feedback and coaching, plus you will also benefit from the input of other Sandler Training members.

Sandler merges the latest research theories on Adult Learning Methodology with approaches that founder David Sandler used instinctively to massive success. These two sources combine to form a unique and cohesive learning model which empowers salespeople to break through to high levels of success. Your sales team will progress from awareness of these new selling concepts to deep understanding of them, and learn to apply them in the real world business environment. In David Sandler's words, your sales team will progress from "knowing" to "owning". Join us in the relentless pursuit of excellence and learn how to help your sales team succeed with Sandler Training.



PROFESSIONAL
&
PERSONAL
GROWTH

Learned so many
great tactics!

THIS
WORKS!

Tripled My
Income
Achieved Life
Balance

The Intelligent
Reinforcement System!

Tripled my
Sales!!!
3x Times
the class

Rookie of
the Year

DOUBLED REVENUE
45% win RATE

a
comprehensive
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