

SANDLERSM

Sales Mastery FOUNDATIONS Course Outline

For over 45 years Sandler has been developing Sales, Management and Customer Service courses based on our core proprietary methodology.

Foundations Sales course is an interactive course that delivers the fundamentals of the Sandler training. This course will introduce the basic concepts of our advanced course and cover the attitudes, behaviours and techniques that are essential to business development and sales success.

Our focus is on helping clients develop supportive beliefs, an improved daily behaviour and to learn a modern sustainable sales process.

Training Length: Twenty-five (25) hours

Investment (per participant): \$4,610 plus GST. This training is instructional based; there are no further fees such as books, travel, or memberships associated with this cost.

Delivery Method: This course is delivered in a hybrid model so participants can attend either in person or online.

Instructor(s): Training is provided by Ayon Sales & Consulting Services Inc., a licensed Franchisee of Sandler. Our instructors are Chad Banman, B.Ed, and Matthew Donnelly.

For any questions, please contact our Administrator, Nazreen Ali-Hefford at 780 - 449 - 4906.

Systematic Selling

- Discover the power of Sandler's comprehensive selling system and overlay it on your current sales approach.

Bonding & Building Rapport with Prospects

- Apply specific Sandler technologies to the art of establishing an emotional bond and positive rapport with prospects.

Making Up-Front Contracts with Prospects

- Take control of the sales process by applying this powerful technique to propel the sales effort forward.

Identifying the Reasons for Doing Business (Pain)

- To sell a prospect, you must first know his or her "pain". Learn the high-powered qualifying/questioning processes needed to probe for true buyer motivations.

Uncovering the Prospect's Budget

- Uncover the budgetary constraints that underlie every sales situation.

Identifying the Prospect's Decision-making Process

- Since your goal is a positive sales result, you need to know how your prospect's organization makes its decisions, as well as how to spot, remove or avoid sales roadblocks.

Closing the Sales

- Learn to consistently close, seal and reinforce sales by focusing on the prospect's pain, decision-making process, and budget.

Developing Your Formula for Success

- Learn Sandler's daily strategy for sales success and apply it to your own selling situation.