SANDLER

SALES MASTERY Course Outline

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

Sales Mastery is the mainstay of Sandler sales training. It is the ongoing, professional development course that teaches and reinforces advanced sales strategies and tactics that enable sales professionals in a wide variety of industries—both selling tangible products and intangible services—to sell more and sell more easily.

Learning, developing, and mastering new skills and behaviours takes time, practice, and guidance, and that's exactly what you get from Sales Mastery training. With Sandler Training you're not alone. Your Sandler trainer is at your side providing encouragement and feedback as you learn to apply our proven sales strategies and tactics to your business environment.

Each participant-centered training session provides you with the concept, knowledge and understanding of the topic as it applies to your specific selling situation. Through appropriate exercises, role-plays, and specialized training, you'll refine your sales-development plan, practice advanced sales strategies and techniques in a safe environment, and develop your skills before interacting with prospects and customers.

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

Training Length: Seventy-two (72) hours

Investment (per participant): $13,640 plus GST. This training is <u>instructional based</u>; 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.

Sandler's Success Triangle

- Learn the three factors that dictate your success or failure in a sales role.
- Discuss the hidden barriers to success in selling, and how to overcome them.
- Find out what your sales manager probably won't, or can't, tell you, but should.
- Learn the 10 essential secrets from consistently successful salespeople.
- Assess your selling style: Are you closing as many deals as you could?

The Sandler Selling System:

- Learn why 20% of salespeople make 80% of the sales.
- Shorten your sales cycle.
- Discover the tricks employed by savvy buyers and how to avoid getting trapped.
- Stop wasting time sending literature that isn't read, preparing proposals that can't win, and doing free consulting.
- Learn to avoid looking like a salesperson.
- Since selling is a battle of the plans, learn how to create a stronger plan than your prospect and prevail.
- Learn how not to leave your prospects cold and what to do instead of making a sales pitch.
- Map your sales cycle and identify what to do during the next step.
- Learn the importance of customizing a sales plan for every call and the techniques you need to adjust it on the fly.

Making the First Minutes Count — Every Time

- Discover the key factors to building rapport. Most salespeople put 100% of their effort into the 7% factor. Learn about the other 93% and, more important, how to build credibility and trust quickly.
- Identify exactly what to listen for in the prospect's initial reactions — and how to respond.

Customer Service

- Learn the importance of establishing a customer service culture.
- Learn the keys to implementing customer service.
- Learn how to create customer service ROI.
- Learn strategies for turning negative customers into your biggest allies.

Sales Templating

- Create a common selling process.
- Learn how to capitalize on the best practices of your whole organization.
- Shorten your sales cycle.
- Shorten the time spent in unproductive areas.

Keep Customers from Using Other Competitors to Squeeze You

- Learn how to uncover the likelihood of a prospect's defecting to the competition.
- Identify techniques to avoid feature-to-feature combat and to make your prospect see your solution as a custom fit.
- Learn how to know if you're being used to get a better deal with someone else.
- Learn how to dislodge prospects from a fixation on larger, more entrenched competitors.

Pitfalls of Product Knowledge

- Find out why "what you know can hurt you" — how product knowledge is abused and how to use it effectively.
- Learn how salespeople unintentionally alienate prospects.
- Identify when to involve your product specialist and when not to.
- Learn how to be an effective sales partner.

Do the Unexpected — Get a Different and Better Response

- Learn how to break old habits and make new ones that are sure to pay off.
- Learn verbal tactics to reverse roles and get your prospect to convince you.
- Learn a low-key way to seize the initiative and take leadership of the buyer-seller-dance, all the while making your prospect feel comfortable.
- Learn how to earn your toughest prospect's respect in the first minutes.
- Understand how to communicate with your prospect quickly.

Discover the Prospect's Reasons to Buy

- Learn the questions you should ask to uncover your prospect's personal hot buttons.
- Learn how to get your prospect interested, even if he/she says no.
- Conquer your prospect's reluctance to talk about his/her business issues.
- Get your prospects to see your products and/or services as a solution to their business problem.
- Learn how to conduct business dialogue with executives.

Shorten Your Sales Cycle by Staying in Control

- Learn how to design a series of questions to keep the call flowing smoothly.
- Learn how to talk less, listen more, stay in control, and get a commitment.
- Learn how to use "mini-contracts" to keep you in control of the sales process every step of the way.
- Identify how to measure and document a customer's commitment to advance in the sales cycle.
- Learn the right way to uncover the true decision process and to get access to decision makers.
- Learn how to drive consensus among complex, multiple decision makers.
- Learn how you can say "no" and keep the deal alive.
- Identify a fail-safe way to make your forecast accurate and reliable.
- Learn how to take total control of the process.

When and How to Talk About Money

- Find out why many salespeople leave money on the table.
- Learn how to find out who really controls the purse strings.
- Learn how to train your mind to see that price is rarely the real issue.
- Learn how to turn "price" and "cost" conversations into "value" and "ROI" conversations.
- Identify common negotiating ploys used by trained buyers and how to counter them.
- Discover why questions are the answer and answers aren't!
- Learn how to firm up any agreement you reach with your prospect.

Prospecting Techniques to Fill Your Pipeline with Good Leads

- Learn how to warm up cold calls.

- Learn how to prioritize your opportunities and eliminate peaks and valleys in your pipeline.
- Learn how to get buyers interested, even when they say they aren't.
- Build your own optimized first call approach.
- Learn how to follow up on fresh leads with hyper- efficiency.
- Learn how to make contact without a cold call.

Negotiating Skills

- Identify common strategies used by buyers.
- Learn how to turn the negotiation process into a joint problem-solving session.
- Learn how to make price a small part of the negotiation process.
- Identify 10 proven negotiating strategies used in your environment.

Selling to Groups/Multiple Decision Makers

- Identify what is important to each member of the buying team
- Learn how to involve each member on the buying team in your presentation.
- Neutralize the competitor's fans on the buying

Executive Briefings

- Learn how to edu-sell. (educate while you sell)
- Learn how to be viewed as an expert.
- Learn how to expand your presence within an organization.
- Create a positive ROI and market awareness at the same time.

Team Selling

- Establish role/responsibility and utilize your talents to the fullest.
- Create a plan before you enter the sales process.
- Learn how to establish a comfortable atmosphere.
- Increase your closing skill.

Needs Assessment

- Learn how to identify the key buying criteria.
- Convert prospects into clients by implementing "jumpstart" strategies.

Uncovering the Decision-Making Process

- Understand what motivates those involved in the decision process.
- Determine when and how decisions are made within an organization.
- Learn how to get the prospect to agree to and live up to committed time frames.
- Learn how to get influencers to become inside salespeople.

State-of-the-Art Closing Tactics that Work

- Learn how to know when to close.
- Learn how to close users vs. managers vs. financial decision makers.
- Identify closing tactics when selling to committees.
- Learn how to beat end-of-month pressure.

How to Handle the Toughest Sales Situations

- Assess your current responses to your most common objections, stalls, and put-offs.
- Learn non-traditional tactics to handle even the most hostile prospects.

- Recognize when "no" means "maybe."
- Learn how to get the attention of prospects who won't call you back.
- Learn what to do when deals get stuck and you're missing your forecast.
- Learn how to regain control of a sales call that's not going well.
- Learn the four techniques for using voicemail and phone gatekeepers to your advantage.
- Learn how to take total control of the meeting.
- Learn how to create a sales plan when there are multiple decision makers to be sold.

Create Closing Presentations

- Learn how to prepare for a meaningful presentation.
- Identify prospects' reactions to each individual section.
- Learn how to create an effective agenda.
- Learn how to present to multiple decision makers. Learn how to have the buyer share his/her strategic objectives with you quickly.
- Learn to match the buyer's needs with your service offerings.
- Learn how to establish need and a call-to-action when selling consulting services.

Up-Front Contracts

- Learn how to set the ground rules with a buyer on the first meeting.
- Learn how to establish a mutually agreed upon process to handle any issue during the sales and service cycle.
- Allow the buyer to feel comfortable quickly.
- Learn how to control the entire sales process.
- Learn how to set clear agreements with the client so the company receives service that meets its expectations.

Budget

- Understand current spending patterns.
- Uncover how the budget process works.
- Learn how to attach a financial cost to each of the buyer's problems.
- Learn how to navigate new clients through the consulting process.

Decision Making Process

- Understand the role of each individual in the buyer network.
- Uncover how decisions are made.
- Learn how to have the buyer make several smaller decisions in the sales process.
- Track the 45 key items to know about each decision maker.

Presentation Skills

- Learn how to prepare for a sales presentation.
- Learn how to begin the sales presentation.
- Understand how to field questions during the presentation.
- Learn how to close during the presentation.

Questioning Skills

- Learn the key questions to use to have the buyer share important information.
- Learn how to match questions to the buyer's personality.
- Learn how to uncover the buyer's "real" question.

SANDLER

SALES MASTERY Course Outline

Profiling the Buyer

- Identify the type of buyer within the first three minutes.
- Learn how to change your sales plan to meet the buyer's profile.
- Understand how each buyer processes information differently.
- Identify 25 characteristics that will help you close more sales.
- Understand why salespeople and buyers are different.

Client Expansion and Extension

- Learn how to implement a framework so your client becomes a client for life.
- Stop the competitors from taking your client.
- Learn how to identify when the client is becoming unhappy.
- Develop ways to expand your presence in each of your accounts.
- Learn how to control the "mind share" of your client.
- Learn how to successfully network within your larger clients.
- Learn cross-selling tactics
- Learn to create need and desire to solve issues by asking the right questions.

Account Management

- Learn how to conduct client review meetings.
- Learn how to effectively use a customer satisfaction tool as a differentiator.
- Learn how to create "mind share" within the existing client base and the orchestrators.
- Learn how to conduct goal setting sessions with clients.
- Learn how to conduct a brain storming session with prospects/clients.

Prospecting

- Learn how to prospect within your company.
- Learn how to prospect within existing clients.
- Learn how to get quality referrals from existing clients.
- Learn how to conduct educational seminars designed to create awareness and obtain appointments