

# SANDLER<sup>SM</sup>

## Advanced Sales Mastery Course Outline

Participants experience a deeper dive into the concepts and techniques to be used with the Sandler training methodology.

**Investment (per participant):** \$13,640 plus GST – this training is instructional based and there are no further fees such as books, travel, or memberships associated with this cost.

**Delivery Method:** This course is delivered online or at our Sandler office in Sherwood Park, Alberta.

**Training Length:** Seventy-two (72) hours; this course is instructional based only.

For more information 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.

# SANDLER<sup>SM</sup>

## Advanced Sales Mastery Course Outline

- 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. 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.

# SANDLER<sup>SM</sup>

## Advanced Sales Mastery Course Outline

### 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

# SANDLER<sup>SM</sup>

## Advanced Sales Mastery Course Outline

- 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

# SANDLER<sup>SM</sup>

## Advanced Sales Mastery Course Outline

- 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 in order 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.

### Profiling the Buyer

# SANDLER<sup>SM</sup>

## Advanced Sales Mastery Course Outline

- 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

### 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.