

We Offer Public & Private Training Sessions

We Offer Exclusive Programs and Private Talks.

Speak with us to see how we can help you and your company!

Ask your coach about our other offerings:

Fast Track Foundations,
Strategic Customer Care, Hiring,
Prospecting

Contact Us: 248-353-4030

Sandler Coaches:

Gerry Weinberg ext. 222
Alana Nicol ext. 228
Matt Stephens ext. 225
Greg Coyne ext. 233

Office Manager:

Dawn Ostrega ext. 221

Client Success Manager:

Lynne Work ext. 226

Sessions and Times

Mastery**

Every Monday
Expert Cert Sessions (E)
9:30 AM-11:00 AM ET
2:00 PM-3:30 PM ET

Essentials**

Every Other Monday
11:30 AM-1:00 PM ET
4:00 PM-5:30 PM ET

Leadership Management

Third Thursday of the month
11:00 AM-1:00 PM ET

GWA Mastery**

2nd Friday of the Month
8:30 AM-10:00 AM

DOJO Skill Practice

Open to all Mastery Attendees!
2nd Thursday of the Month
Virtual Only
9:00 AM-10:00 AM

**** Session is virtual (AM/PM) and
In-Person (AM only)**

For the latest news and most current calendar visit us at
www.go.sandler.com/gerryweinberg



January 2025

Mon	Tue	Wed	Thu	Fri
		1	2	3
6 Mastery** Quantifying Pain	7	8	9 DOJO Skills Practice Role Play	10 GWA Mastery** Skill Building/ Roleplay
13 Mastery** (E) Creating Your Prospecting Plan Essentials** The Success Triangle	14	15	16 Leadership Building Your Management Operating Framework	17
20 MLK Day No Training	21 FTF 1 S1 The Buyer-Seller Dynamic & Success Triangle	22 SCC 1 S1 Understanding DISC	23 FTF 1 S2 Communication	24
27 Mastery** Pre-Call Planning Essentials** The Buyer-Seller Dynamic	28 GWA Sales Bootcamp Email dawn.ostrega@sandler. com for more info FTF 1 S3 Up-Front Contract	29 GWA Sales Bootcamp Email dawn.ostrega@sandler. com for more info SCC 1 S2 On the Frontlines/ Effective	30 FTF 1 S4 PAIN	31

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February 2025

Mon	Tue	Wed	Thu	Fri
<p>3</p> <p>Mastery** (E) Breaking Through Your Comfort Zone</p>	<p>4</p> <p>FTF 1 S5 Questioning</p>	<p>5</p> <p>SCC 1 S3 Breaking Through Your Comfort Zone</p>	<p>6</p> <p>FTF 1 S6 Decision & Investment</p> <p>Prospecting 1 S1 30-Second Commercial & Pattern Interrupt</p>	<p>7</p>
<p>10</p> <p>Mastery** Ultimate UFC- Closing for a Decision</p> <p>Essentials** Essential Communication Skills</p>	<p>11</p> <p>FTF 1 S7 Presentation & Post-Sale</p>	<p>12</p> <p>SCC 1 S4 Up-Front Contracts</p>	<p>13</p> <p>DOJO Skills Practice Role Play</p> <p>FTF 1 S8 Prospecting</p> <p>Prospecting 1 S2 Social Media & Email</p>	<p>14</p> <p>GWA Mastery** Skill Building/ Roleplay</p>
<p>17</p> <p>President's Day No Training</p>	<p>18</p>	<p>19</p> <p>SCC 1 S5 Questioning Techniques</p>	<p>20</p> <p>Leadership Running Effective 1:1's</p> <p>Prospecting 1 S3 Booked meetings... the objective of prospecting</p>	<p>21</p>
<p>24</p> <p>Mastery** Identifying and Accessing Key Decision-Makers</p> <p>Essentials** Buyer Focused Conversations</p>	<p>25</p>	<p>26</p> <p>GWA Briefing</p> <p>SCC 1 S6 Uncovering Our Customer's PAIN</p>	<p>27</p> <p>Prospecting 1 S4 Referrals, Introductions, & Rejections</p>	<p>28</p>

SANDLER® ANNUAL SALES & LEADERSHIP



April 2 & 3, 2025

Interested?
Contact Dawn at
dawn.ostrega@sandler.com

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March 2025

Mon	Tue	Wed	Thu	Fri
<p>3</p> <p><u>Mastery</u>** Ghost Busting the Sandler Way</p>	<p>4</p>	<p>5</p> <p><u>Mgt FT 1 S1</u> Four Roles of a Leader</p> <p><u>SCC 1 S7</u> Up-Selling & Cross-Selling/Client Development</p>	<p>6</p>	<p>7</p>
<p>10</p> <p><u>Mastery</u>** (E) Stalls and Objections</p> <p><u>Essentials</u>** Creating Mutual Agreement (Up-Front Contract)</p>	<p>11</p>	<p>12</p> <p><u>Mgt FT 1 S2</u> Understanding Your People</p> <p><u>SCC 1 S8</u> Transactional Analysis/ Telephone and Email Communication</p>	<p>13</p> <p><u>DOJO Skills Practice</u> Role Play</p>	<p>14</p> <p><u>GWA Mastery</u>** Skill Building/ Roleplay</p>
<p>17</p> <p><u>Mastery</u>** Your Top 5 Loaded Questions</p>	<p>18</p>	<p>19</p> <p><u>Mgt FT 1 S3</u> Managing Your Personal Performance</p> <p><u>SCC 1 S9</u> Dealing with Difficult People</p>	<p>20</p> <p><u>Leadership</u> Performance Scorecard for Evaluating and Growing Your People</p>	<p>21</p>
<p>24</p> <p><u>Mastery</u>** Pain Indicators by Buyer Persona</p> <p><u>Essentials</u>** Discovering Buyers' Motivations (Pain)</p>	<p>25</p>	<p>26</p> <p><u>Mgt FT 1 S4</u> Creating Behavior Plans</p> <p><u>SCC 1 S10</u> Formula For Success</p>	<p>27</p>	<p>28</p>
<p>31</p> <p><u>Mastery</u> Managing Mindsets</p>	<p>Mastery on the 31st is virtual only!</p>			

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