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# Sandler Sales Development Series

- Do you want to confidently overcome stalls and objections?
- Do you have a desire to forge lasting relationships with prospects and customers?
- Would you like to consistently meet or exceed sales quotas and goals?
- Do you have a need to identify the most promising opportunities and stop wasting time with prospects who won't commit?
- Do you seek to thrive in a challenging and competitive environment?

## Achieve Consistent Sales Results with Proven Strategies

- **Identify and Address Sales Gaps:** Receive customized, hands-on training that directly tackles your biggest sales challenges.
- **Sell More in Less Time:** Master techniques that streamline your sales process and increase your efficiency.

## Sandler Essentials – Phase 1

The Sandler Essentials course is a comprehensive, 10-week program designed for sales professionals looking to enhance their skills, streamline their sales process, and achieve consistent results. Topics include:

- **The Buyer-Seller Dynamic:**
  The buyer's journey is rapidly transforming into one that is digital and increasingly independent. Armed with information, the educated buyer seeks out sales consultants who enable and empower them to make their buying decisions.

- **Essential Communication Skills:**
  Imagine a world where you could quickly create rapport with prospects without resorting to small talk about the weather or their favorite sports team. This no-fluff session can get you there. It focuses on the essentials for communicating effectively and building mutual trust with buyers.

- **Creating Mutual Agreement:**
  Most people have experienced meetings that go off point, get derailed, or are overall ineffective. An Up-Front Contract is a tool that helps sales professionals set expectations upfront and establish control over their meetings.

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- **Better Understanding Through Questioning:**
  From loaded questions to disguised objections, buyers' questions can feel risky to answer. Discover how to maintain momentum throughout the sales interaction while navigating stalls and objections with tact. Instead of leading with your own expertise, you'll learn how to use curiosity to cultivate trust.

- **Discovering Buyers' Motivations:**
  "Loss" and "Gain" are both powerful motivators. Customers' buying decisions are driven by an instinct to avoid loss or pain or to pursue pleasure or gain. By identifying the gap between where a buyer is and where they wish to be, you appeal to your buyer's intrinsic motivation to change—and to invest in your solution.

- **Understanding Investment Parameters:**
  Nothing provokes anxiety in a salesperson like talking about pricing. What if the buyer doesn't have a budget for an investment? What if their budget is too low? What if they don't want to talk about it? Investment conversations don't have to be uncomfortable and there is much more to an investment decision to buy a new product or service than just the budget.

- **Identifying the Decision-Making Process:**
  Buyers' decision-making processes are growing increasingly complex with an increasing number of decision-makers involved in every sale. It has never been more difficult—or more important— for a salesperson to gain access to key decision-makers and understand how their buyers make decisions.

- **Communicating the Solution and Closing the Sale:**
  In sales, whether a deal closes is decided by the many qualifying events that occur well before closing. Closing the deal is the end game in sales, your presentation doesn't have to feel like a high-stakes event that makes or breaks it.

- **Prospecting & Building a Behavioral Plan:**
  Success in sales, business development, team management, or account management and retention hinges on developing and executing a behavioral plan. This plan serves as a detailed guide, outlining necessary activities, processes, and metrics to effectively build and expand client pipelines and accounts, enabling professionals to achieve success through disciplined process execution.

- **The War Between the Ears:**
  Most sales training focuses only on one element – technique. This leads to short-term change if anything at all. This session is an opportunity to pause, reflect on your career, and discover how long- term success is dependent on the inextricable connection between attitude, behavior and technique.

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# Sandler Sales Mastery – Phase 2

Sales Mastery goes beyond the concepts introduced in Sandler Essentials by focusing on the practical application of the techniques and strategies to ensure alignment with participants' unique business environments.

Mastery is our ongoing, advanced cohort-based learning path which provides learners training, coaching, content-mapping related to:

- Sales/Business Development/Account Management Process Creation
- Sales/Business Development/Account Management Process Implementation
- Sales/Business Development/Account Management Strategic & Tactical Execution

The program is delivered weekly via live, interactive, virtual facilitation via zoom and includes:

- Small Group Coaching/Issue Processing
- Weekly Check-Ins, which allow participants to submit challenges/opportunities to receive feedback on the best suggested courses of action
- Simulated Scenarios for Roleplay Practice in low-pressure, supportive environments
- Weekly Recaps & Next Actions with Curated Content and Sandler Learning Management System

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## Mastery Topics include but are not limited to:

- Building Prospecting & Behavioral Plans
- Building Sales Cookbooks
- Essential Investment Conversations
- Developing Successful Habits
- Differentiating Through Interrupting Patterns
- Building the Skeleton of Your Sales Process via Up-Front Agreements
- Sales Templating and Gate Selling
- Equipping Buyers to Champion Your Solution
- Goal Defining & Execution
- Bomb Defusal (aka defusing objections in advance)
- Initiating Buyer-Focused Conversations
- Building a Referral Economy
- Identifying & Accessing Key Decision-Makers
- Getting Commitments Throughout the Process
- Quantifying Pain and Gain
- Strategies to Keep, Attain, Recapture, Expand Clients & Customers
- Creating Mutual Agreement Between Buyers & Sellers