

2-DAY SANDLER BOOT CAMP

A facilitator-led, interactive, two-day intensive with role-play to equip you with the core principles of the powerful *Sandler Selling System*.

Get the training, collaboration, and growth tools you need to achieve success.

This Engagement is Designed Specifically for Sales Executives and Business Development Professionals.

Participants will learn how to:

- Keep control of the sales process
- Uncover the true reasons people buy
- Eliminate unpaid consulting
- Ask effective questions that help close the sale
- Quickly identify the decision-makers
- Shorten your selling cycle
- Stop giving away your profits by selling on price
- Nurture your client into a sale

What's Included:

- 2-Day Intensive Boot Camp
- Sandler Foundations proprietary workbook
- One 30-minute private coaching session with a Sandler Coach
- Personalized Extended DISC report
- Attendance to 2 follow up webinars for Boot Camp members only
- Money Back Guarantee
- Investment ~~\$2,500~~ **\$1,495.00 Member Price**



The Sandler Training 2-Day Boot Camp Guarantee

Your decision to attend is absolutely backed by our better than money back guarantee. If after attending the first full day of the Boot Camp Event you feel you can't double your Boot Camp investment in increased sales and effectiveness, turn in your materials to one of the designated Sandler Team Members with your written notice and we will send you a full refund for the tuition of the event.

If you are unable to attend after registration, you may have someone substitute for your participation in the program. Call the Sandler Training Chattanooga office at least 10 days prior to the event to transfer your enrollment. A \$100 transfer fee will apply. Transferred memberships are not eligible for the guarantee.

If you cannot attend and do not wish to substitute, contact our office. We will convert your enrollment to a non-refundable credit that you may apply toward any future Sandler Boot Camp for up to eighteen months from the original event date.



Where:

To Be Determined
Gulf Shores, AL

When:

Day 1: September 12, 2019 - 9:00 - 5:00pm
Day 2: September 13, 2019 - 9:00 - 5:00pm

2-DAY SANDLER BOOT CAMP AGENDA

Facilitator-led, interactive, two-day intensive with role-play to equip you with the core principles of the powerful Sandler Selling System

- The Sandler Selling System: Strategy - The Art of the Mutual Agreement
- Stop wasting time sending literature that isn't read, preparing proposals that can't win, and doing tons of free consulting.
- You may look like a 'slick salesman' more than you realize.
- It's a battle of the plans — the buyer has a plan. Do you? The stronger plan will always prevail. Why so many sales pitches leave your prospects cold — and what to do instead.
- Making the First Minutes Count — Every Time
- Tactics to build rapport — most sales people put 100% of their effort into the 7% factor. Learn about the other 93% and how to build credibility and trust quickly.
- Exactly what to listen for in the prospect's initial reactions — and how to respond.
- Earn your toughest prospect's respect from the first minute.
- Identifying Reasons for Doing Business
- Questions to uncover your prospect's personal hot buttons.
- How to get them interested, even if they say they aren't. Conquer prospects' reluctance to talk about their business issues.
- Get prospects to see your products and/or services as a solution to their business problem.
- Uncovering Your Prospect's Budget - When and How to Talk about Money
- Why sales people leave money on the table and neglect those who control the purse strings. How to train your mind to see that price is rarely the real issue.
- Turning "price" and "cost" conversations into "value" and "ROI" conversations.
- Navigate your Prospects Decision-Making Process
- How to interview the judge and jury prior to presenting your case / proposal.
- How to use 'mini-contracts' to ensure you stay in control of the process every step of the way. Learn the right way to uncover the true decision process and to get access to decision-makers. How to measure and document customers' commitment to advance the sales cycle.
- State-of-the-Art Closing Tactics that Work
- How to know when to close.
- Seal and Reinforce the Sale - Presenting & Post-Selling
- Make sure commitments made are kept.
- How to eliminate buyer's remorse and prevent the loss of the sale to an incumbent.
- Performance and Self-Management Insights
- Explore our inventory of powerful Sales Mastery Mindsets and self-rank yours.
- Role separation; the Success Triangle and other tools to help you improve your success.

Why Attend?

Training

Learn a systematic approach to success, regardless of industry or organization size.

Collaboration

Interactive role-play to equip you with the core principles of the powerful Sandler Selling System.

Growth

We're in it with you for the long haul, partnering to achieve permanent change and growth.



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Sales | Management & Leadership | Customer Service | Executive Coaching