



Sandler Training Boot Camp
Presented by Sandler Training- Chicago/Northbrook, IL

Tuesday January 23, 8:30am - 5pm
Wednesday January 24, 8:30am - 5pm
Thursday January 25, 8:30am - 3pm

Sandler Sales System Boot Camp delivers the core principles of the Sandler Sales System, a unique, integrity-based system that promotes a more effective and coachable sales methodology.

- ✓ 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



Location: Sandler Training - 5 Revere Drive, Suite 103, Northbrook, IL 60062

Registration Online: <http://www.jw.sandler.com/bootcamp>
or contact Ernie Giarelli: - 847-513-6260 / ernest.giarelli@sandler.com

Sandler Sales Boot Camp Curriculum

Facilitator-led, interactive, three-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.

