
Foundations Course

For over 45 years Sandler Training has been developing Sales, Management and Customer Service courses based on our core proprietary methodology.

The Foundations Sales course is an interactive course that delivers the fundamentals of Sandler sales training. This course will introduce the basic concepts of our advanced course and cover the attitudes, behaviours and techniques that are essential to business development and sales success.

Our 12 week course focuses on helping clients develop supportive beliefs, an improved daily behaviour and to learn a modern sustainable sales process. Clients will receive 24 hours of instruction in all course material including Workbook, Sandler Books, audio reinforcement on USB, Communication Style Workbook/Assessment, and access to the Sandler Online reinforcement tool and testing.

Course Outline

Introduction

A brief overview of the entire sales training course and what you'll get out of it – plus program maps and individual module descriptions.

Systematic Selling

Discover the power of Sandler's comprehensive selling system and overlay it on your current sales approach.

Breaking Through Your Comfort Zone

Examine the self-imposed limits you've place on your achievement and institute a plan for overcoming them.

Enhancing Your Attitudes/Behaviors/Techniques

Take a hard look at your reflection in a behavioral mirror and adjust your attitudes, techniques and beliefs for heightened success.

Bonding & Building Rapport with Prospects

Apply specific Sandler technologies to the art of establishing an emotional bond and positive rapport with prospects.

Applying TA to the Sales Situation

Through transactional analysis, discover how and why you react to differing sales situations and gain proactive control.

Making Up-Front Contracts with Prospects

Take control of the sales process by applying this powerful technique to propel the sales effort forward.

Identifying the Reasons for Doing Business (Pain)_

To sell a prospect, you must first know his or her "pain". Learn the high-powered qualifying/questioning processes needed to probe for true buyer motivations.

Uncovering the Prospect's Budget

Uncover the budgetary constraints that underlie every sales situation.

Identifying the Prospect's Decision making Process

Since your goal is a positive sales result, you need to know how your prospect's organization makes its decisions, as well as how to spot, remove or avoid sales roadblocks.

Closing the Sales

Learn to consistently close, seal and reinforce sales by focusing on the prospect's pain, decision-making process and budget.

Questioning Techniques

Through effective questioning techniques such as the "Dummy Curve," learn to vastly improve your information gathering ability and to exert greater influence over your sales prospects.

Creating a Prospecting Plan

Identify the right mix of prospecting activities and an action plan to ensure a predictable and sustainable sales effort.

Overcoming Call Reluctance and Making The Call

Empower yourself to neutralize gatekeepers and vastly improve your confidence and ability to set sales appointments.

Setting Goals

Identify your life goals and the sales objectives you must reach to make them possible. Then, create a plan for achieving them along with the methods to track your progress and fine-tune your plan.

Developing Your Formula for Success

Learn Sandler's daily strategy for sales success and apply it to your own selling situation.

Sales Evaluations

Each candidate completes two Profiles. Devine Inventory Report, measuring 19 core competencies in the selling field and Extended DISC focusing on the successful behaviors of individuals, to implement action plans and training schedule to enhance performance.

Developing Your 30 Second Commercial

Learn and develop your 30 Second Commercial custom to your business and engineered to appeal to your prospects and clients.

Investment:

\$4,000.00 per person

Training Length:

24 hours over 12 weeks

Delivery Method:

Sandler Foundations Course is conducted in classroom or via WebEx*

Certification and Completion:

Each student will be required to complete and pass the online testing to receive their Sandler Sales Foundations Certificate

For more information on the Sandler Foundations Course Contact Hamish Knox. 403-457-1507

*Sandler Training Courses are available In House. Please contact Hamish Knox for more information