

Sales Mastery Training Course

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

Sales Mastery is the mainstay of Sandler® sales training. It is the ongoing, professional development course that teaches and reinforces advanced sales strategies and tactics that enable sales professionals in a wide variety of industries—both selling tangible products and intangible services—to sell more...and sell more easily.

Learning, developing and mastering new skills and behaviors takes time, practice and guidance, and that's exactly what you get from Sales Mastery training. With Sandler Training you're not alone. Your Sandler trainer is at your side providing encouragement and feedback as you learn to apply our proven sales strategies and tactics to your business environment.

Each participant-centered training session provides you with the concept, knowledge and understanding of the topic as it applies to your specific selling situation. Through appropriate exercises, role-plays and specialized training, you'll refine your sales-development plan, practice advanced sales strategies and techniques in a safe environment, and develop your skills before interacting with prospects and customers.

Our 40 week course focuses on helping clients develop supportive beliefs, an improved daily behaviour and to learn a modern sustainable sales process. Clients will receive 80 hours of instruction all course material including, Sandler Sales Mastery Workbooks, Sandler Books, Extended DISC Communication Profile, Devine Inventory Profile, and access to the Sandler Online reinforcement tool and testing.

Course Outline

Bonding & Rapport

Building relationships with your clients/prospects is the first step in the Sandler Selling System. It is imperative that you have a good relationship with your prospect/client and that rapport continues through each phase of the Sandler system.

People buy from people they are comfortable with. Being able to establish rapport quickly indicates that you have the ability to make your client/prospect feel comfortable. There are several elements of communication to use when trying to establish rapport. The first are the **words** we speak; the second is how we speak, our **tonality**; and the third way we communicate is through **physiology**, or body language.

Since over 50% of your message is not what you say, but is related to your non-verbal communication, it is important to know what your body language says about you and how you can use this to your advantage.

Up-Front Contract

By establishing an up-front contract with your prospect you will develop a set of rules for your interaction. Understanding and setting expectations for your interaction with the buyer allows both parties to know exactly where they are in the selling (or buying) cycle.

Since a contract is only as strong as its weakest link, you must be able to come away from every meeting with a clear, concise, verbal agreement as to what will happen next in order to proceed forward in the selling process. The amateur salesperson that sets weak contracts, or no contracts, will get nowhere.

Selling using up-front contracts is an enjoyable experience for both you and your prospect. There's no mystification as to what happens next and the pressure inherent in traditional selling disappears.

Pain

People make decisions for two reasons: They are either moving toward pleasure or trying to move away from pain. Although prospects buy emotionally, their decisions are intellectual. The strongest emotion your prospect experiences is pain. Your goal as a salesperson is to get your prospect emotionally involved so he/she will experience pain, and reveal the cause of the pain so you may provide the solution. As a Sandler-trained professional, your focus is on the prospect and how you can allow your product or your expertise to gently unfold, as the prospect provides the fit.

An important rule in the Sandler Selling System is, "Stop selling features and benefits." You will quickly realize that selling features and benefits is hard work. There is a world of difference between feature and benefit selling and developing pain.

Becoming A Self-Starter

Attitude and motivation are based on a true understanding of your nature. Answering the question, "What motivates me?" will help you discover the secret of self-actualization and understand the reasons behind your internal motivation. Personal motivation will never develop if you have desire and belief without a well-organized plan of action that will lead to accomplishment. Learn how to develop a plan of action in order to achieve your goals.

Can Asking Questions Be The Answer?

This lesson will instruct you how **not** to spill your knowledge and expertise into your prospect's lap. The strategy of asking a question in response to a prospect's question is called reversing. Reverses are verbal probes that make sure you answer the prospect's "real" question. When handled in a nurturing manner, reverses help the prospect uncover his/her true motivations for buying, without pressure from you. Learn how to use softening statements preceding a reverse in order to decrease the pressure on the prospect.

Also in this session, participants will learn how to use questions to handle the stalls and objections heard most often from prospects. The only person qualified to handle the prospect's stalls and objections is the prospect. By using questions to bring up the common stalls and objections before the prospect has a chance to, you remove the roadblocks.

Gate Selling

Gate Selling means breaking down your existing selling process into manageable sections, which are called "gates." Learn how to map the success of top producers in your company.

You will first identify the overall sales process of the company. Identifying strategic steps such as "Analyzing the Market Place," "Doing Research," "Making the Initial Call," "Writing Your Proposal," and "Presenting" are examples of a general process.

Second, you will identify tactical details of each topic; even small things you personally think have no significance. These little things are often what can push you over the top competitively.

This information will become your documented sales process, which you will manage each step of the way.

Budget

The Budget Step is the most important step; yet it is the step salespeople have the most difficulty handling. It is very difficult talking about money, dealing with money, and asking other people about money. However, in order to be successful in sales, money has to be talked about. The Sandler Selling System deals with the budget up-front instead of at the end of the selling process.

The budget step allows you to uncover how much money is allocated for your product or service, how your prospect plans to make the investment, where the money is coming from, and how it gets paid. When you, as a salesperson, are relaxed when dealing with money, your prospect will be at ease and will feel no pressure.

Decision

How many times have you given a presentation to a prospect who didn't have the power, the authority, or the capability of giving you an answer, either "yes" or "no?" Many salespeople will externalize this frustration and become angry at the prospect. But, whose problem is it, really?

You must qualify your prospect for decision making. Let the prospect know that saying either "yes" or "no" is acceptable. However, you also must let him/her know that he/she cannot say, "I want to think it over." Qualifying the prospect's decision making ability becomes paramount in order to get the desired answer. If your prospect says that he/she can make the decision all by him/herself, check it out! He/she has probably been telling salespeople for ages that he/she can, but when the time comes, he/she really can't.

As a Sandler-trained professional you know how to turn your intermediate decision maker into an "inside salesperson." You can use the "rehearsal" technique to bubble up questions the actual decision making committee might ask. Plus, you know how to get your "inside salesperson" committed to the hilt before going in front of the committee for you.

You will get a lot more "noes" than you ever have in the past, but the good news is that you will also be hearing a lot more "yeses" too. Mastering the Decision Step of the Sandler Selling System is crucial to your success as a selling professional.

Fulfillment

The entire success of a Sandler presentation relies on having established a good, binding, and mutually acceptable contract. The presentation is merely the fulfillment of the contract. There is absolutely no room in the contract for any type of mystification and the words fulfillment and presentation are interchangeable. To make sure your presentation doesn't fall apart at the end of each pain you've just presented, ask your prospect if that particular pain has been solved by your product or service.

Who You "I" Is Not What You "R"

Each of us has an Identity (I) and various Roles (R). Our identity consists of our self-concept and self-worth. The roles we carry in life vary. There is our role as a husband/wife, father/mother, salesperson, golfer, etc. Learn how to separate your identity from your roles.

The success of your various roles in no way measures your worth as a human. When people confuse their identity and role it has a negative impact on their sales success. This session will help you break out of your comfort zones and understand the difference between who you "I" and what you "R."

Negative Reverse SellingSM/Stealth Selling

Professional salespeople realize that buyers need to discover they have problems that need to be solved and want to solve them in a timely fashion with the appropriate budget. Most amateur salespeople continually push the prospect through the process, meeting with resistance each step of the way. Stealth selling, or negative selling, allows the salesperson to create an environment in which prospects feel comfortable and allows them to buy vs. being sold. This allows the salesperson to use a "pull" process vs. a "push," thus making a buyer feel very comfortable with the salesperson and the sales process.

The Negative Reverse Selling technique is the ultimate tool for breaking down the barriers between the buyer and the salesperson.

Product Knowledge

Product knowledge is a valuable tool in order to make you confident in your ability to match your company's service offering and the buyer's needs. However, salespeople often use product knowledge prematurely. You will learn how to use product knowledge to establish key questions to uncover the buyer's issues and needs, and how to tell third-party stories to create confidence in the buyer and in the ability of your company to deliver the necessary solution. The question is not whether product knowledge is valuable and should be used; this lesson teaches you how to use product knowledge, and when.

Stress-less Prospecting

Learn how to develop a prospecting system that, when used regularly, will produce a consistent and predictable number of leads, which can be converted into sales.

Prospecting commonly is the area in which salespeople are the weakest, is the least understood, and is the most often neglected in sales training. Prospecting is also one of the selling disciplines that must be mastered in order to succeed.

Learn how to understand the prospecting system, overcome roadblocks, and become an expert in this crucial technique. Also, receive telephone scripts that have been proven to work and produce appointments, no matter who is making the call.

Post Sell

The Post-Sell Step is a simple matter of making sure the sale is locked up by deliberately giving your prospect a chance to back out while you are still in front of him/her. If there is a crack in the sale, you can patch it up on the spot.

Fuel to Run Your Sandler Submarine

This lesson will give you various techniques to assist you in the sales process. Mastering and applying these skills will be the fuel to becoming a stronger sales professional.

- “Reversing” will enable you to find out, from your prospect, the **real** issue behind his/her reason for buying.
- The “Dummy Curve” makes your interaction with the prospect less threatening.
- “Negative Reverse SellingSM” is the most powerful Sandler selling technique and the most difficult to master.

This session will teach you how to use the above techniques, why they are important, and give you the ability to practice them during role-plays in class so they can be mastered!

To be OK or Not-OK?

This lesson will teach you about people and how they operate. You will learn the importance of not using your industry’s buzzwords. Buzzwords are words or phrases you may use everyday, however, have no meaning to others.

You will also learn how you being not-OK will automatically make your prospect or client feel OK.

Finally, this session will teach you how to struggle on purpose and why that will take away all of the preconceived ideas your prospect/client has about you, your profession and the buyer-seller positions.

Your Success Triangles

In order to lead you to the top of your professional career, you will need to focus on three areas for your continued growth and improvement: attitude, behavior and technique. Although techniques are important, they alone will not take you to and keep you at the top.

This lesson will show you how your attitude drives everything, your behavior makes things happen and the techniques are the tools you need to get it done. Discover the areas in which you need to personally improve in order to help you be and stay a success.

Investment:

\$15,000.00 per person

Training Length:

80 hours over 40 weeks

Delivery Method:

Sandler Sales Mastery Course is conducted in classroom*

Certification and Completion:

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

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

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