

SANDLER®

SELL SHEET

Sandler Essentials





The Sandler Essentials Program is for Salespeople who:

- Want to confidently overcome stalls and objections
- Desire to forge lasting relationships with prospects and customers
- Want to consistently meet or exceed sales quotas and goals
- Need to identify the most promising opportunities and stop wasting time with prospects who won't commit
- Seek to thrive in a challenging and competitive environment

Learn How to Close Better Deals, Faster

The Sandler Essentials delivers results by guiding sales professionals to conduct broader and deeper business conversations with prospects and customers.

Learn how to successfully handle objections and deal with roadblocks, proactively engage the right players early, and disqualify more decisively to preserve company resources for deals that are more likely to close.

The net result is that you'll be able to develop solutions that will resonate better with your prospects and customers. The deals you close will be more strategic – positioning you for accelerated growth.

Outcomes to Expect

In this program, you'll learn Sandler's proven best practices on how to work smarter, foster meaningful connections with prospects and customers, and strategically target the deals you're most likely to close.

- Apply a systematic approach to every selling opportunity
- Conduct business conversations rather than product pitches
- Exhibit equal business stature with prospects and customers
- Engage the right players early to eliminate future roadblocks
- Apply key metrics to qualify or disqualify an opportunity
- Close higher-quality business with greater predictability and higher margins

What's in the Sandler Essentials?



The Success Triangle

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. map out your future.



The Buyer-Selling 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.



Initiating Buyer-Focused Conversations

Cold-calling is just one prong of an omnichannel prospecting approach, but it's an important one. If the idea of cold-calling prospects makes you sweat, you're far from alone. The pressure to make a good first impression with a potential client is enough to make anyone nervous. But it doesn't have to be that way.



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.



Discovering Buyers' Motivations

Loss aversion is a powerful motivator. Customers' buying decisions are driven by an instinct to avoid loss, solve problems, and alleviate pain. By identifying what hurts, you appeal to your buyer's intrinsic motivation to change—and to invest in your solution.



Better Understanding through Asking Questions

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.



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.





The Sandler Experience

At Sandler, we have decades of expertise in helping sales professionals transform their approach to sales through training. We know that busy sales professionals need multiple ways to experience and explore new ways of working to truly drive success.

In addition to highly engaging instructor-led sessions that feel tailor-made for your sales motion, we provide the resources your teams need to change the way they sell.



Sales Simulator

15-Minute Sales Simulators where you join a Sandler-enabled sales team to learn from mentors and real-world examples to see the Sandler Selling System in action.



On-the-Job Activities

Directed activities at the end of each session that give sales professionals a small, meaningful goal of applying what they've learned within one week of attending a session or completing a module.



Manager-Led Discussion Guides

Built into every module in our Sales Development Series, these guides are meant to supplement a sales manager's team meeting and provide a discussion framework that drives ownership and accountability for adopting new behaviors, attitudes, and techniques.

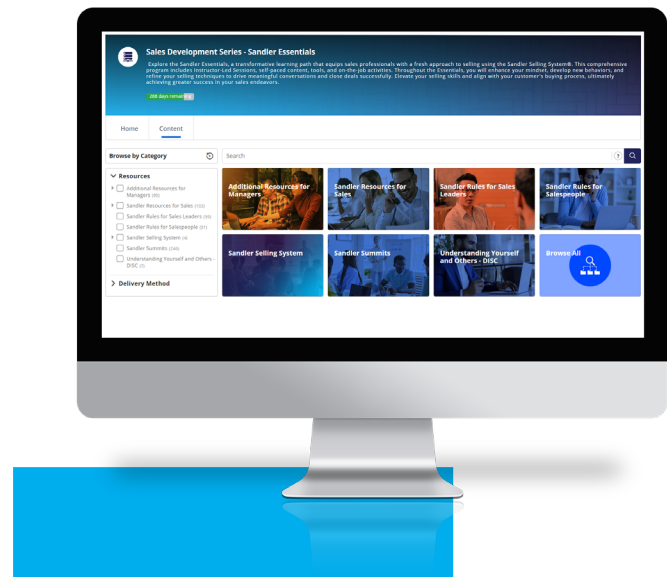
Supported by the Sandler LMS

Sandler's LMS gives your sales teams the cutting edge they need to sharpen their minds, behaviors, and skill sets to make meaningful changes in the way they sell.

This on-demand platform has thousands of resources to help support true sales transformation.

Additional Content Included:

- Sandler Summit
- Sandler Resources for Sales
- Additional Resources for Managers
- Harvard Business School Case Study Up-Front Contracts
- The Sandler Rules for Salespeople
- More added every month!



About Sandler

Sandler Training is the world's leader in sales development training programs for salespeople at small, medium and Fortunesized businesses, as well as solopreneurs, entrepreneurs and independent consultants. Delivering an estimated 92,000 training hours per year, Sandler specializes in solving complex business challenges through proven systems for communicating with, developing and motivating people.

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