



# President's Club<sup>SM</sup>

## Professional Business Development System

**Working hard with frustrating results?  
Find yourself worrying about hitting your goals?**

Joining **President's Club** is the first step in determining your future in sales. Through this unique and comprehensive approach to sales training, we'll help you master the Sandler Selling System: the most powerful sales methodology ever developed.



At Sandler, we work with successful salespeople and organizations that continue to hit sales roadblocks like:

- Getting 'think-it-overs' instead of closing
- Developing presentations that never turn into business
- Doing too much unpaid consulting
- Wasting time with unqualified prospects
- Uncomfortable picking up the phone

The President's Club is unlike any sales training available. This is not a 'quick fix', short term solution to success. President's Club provides long-term, incremental reinforcement training and personal coaching to ensure a return on training investment. Sandler techniques are unique. They differentiate you from your competitors. As well as proven technical skills, positive attitude and productive behaviours are developed to effectively implement winning strategies so you can hit your personal and professional goals in the high rejection world of selling.

### **Sandler Training**

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THROUGHOUT NORTH AMERICA AND AROUND THE WORLD

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**Sandler Training**  
Finding Power In Reinforcement<sup>SM</sup>

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**Systematic Selling:** Successful salespeople have a systematic approach to developing business opportunities. They follow a tried and true, step-by-step process that produces a definite outcome each time it is practiced. In this module, you will learn about the Sandler Selling System and how by following it, you can remove the roadblocks in your current system and ensure a successful conclusion to each opportunity.

**Bonding and Building Rapport with Prospects:** Developing rapport and creating a bond with a prospect is an integral part of the selling process. It is the first step in creating a relationship based on mutual trust. In this module, you will learn how to bond and build rapport with prospects by using the components of active participation and the OK/not-OK principle. You will also learn to recognize the communication style of your prospect and as a professional communicator adapt to their preference.

**Making Up-Front Contracts with Prospects:** One of the keys to successful selling is to maintain control of the process. The Up-Front Contract, which is an important part of the Sandler Selling System, is the tool that will enable you to begin that process. In this module, you will learn when and how to establish Up-Front Contracts throughout the selling process.

**Questioning Techniques:** Salespeople were once praised for having the "gift of gab." However, in today's business environment, it is the salesperson's ability to obtain information quickly and accurately that is praised. "You don't make money from the information you give out, you make money from the information you get." In this module, you will learn how to apply the Dummy Curve theory, Reversing strategies, and Softening Statements to get the information you need from prospects. By using these strategies, you will subtly persuade prospects to open up and be able to ask the real questions or discuss the real problems. You will also use these strategies to overcome stalls, objections, or problems that you encounter with prospects, so you can keep moving forward in the selling process.

**Identifying the Reasons for Doing Business:** Prospects buy for their reasons, not the salesperson's reasons. In this module, you will learn how to define a prospect's needs, wants, challenges, and/or problems, or what Sandler calls "PAIN." You will learn the three components of pain and how to use specific questioning techniques to uncover those elements. The diligence of doing this step cannot be overstated. Additionally, you will learn how to qualify or disqualify the opportunity based on whether your product or service could solve the problems identified.

**Uncovering the Prospect's Budget:** If a prospect cannot or will not make the necessary investment to buy your product or service, it's better to know sooner than later. You will learn the second step in qualifying or disqualifying the opportunity—uncovering the prospect's budget. You will learn how to overcome the discomfort many salespeople experience when discussing money matters. You will learn specific questioning techniques to uncover the prospect's budget and how to ask them in such a manner that does not put the prospect on the defensive.

**Identifying the Prospect's Decision-Making Process:** How a prospect will make a buying decision should not be a mystery. If you don't know ahead of time exactly what a prospect will need to see or hear to make a buying decision when you make your presentation, it's unlikely that you will leave with a decision. The third and final step in qualifying or disqualifying an opportunity—identifying the process by which prospects make buying decisions. Learn how to skillfully question prospects to uncover this information and how to determine the players, the specific elements of the process, and the timeframe for the decision.

**Enhancing Attitudes, Behaviors, and Techniques:** Learn that some existing beliefs are sabotaging your sales efforts. You will learn the relationship between your beliefs, judgments, actions, and outcomes. You will identify your limiting beliefs and develop new beliefs to support more favorable outcomes. You will then identify the behaviors required to achieve the outcomes and the skills necessary to support the behaviors.

**Closing the Sale:** All too frequently, sales are lost because the salesperson didn't know when to stop talking. In this module, you will learn how to increase your chance of closing the sale. You will learn how to present your product or service in a manner consistent with the prospect's priorities. You will learn how to obtain a decision and prevent buyer's remorse from taking hold. Additionally, you will learn how to set the stage for future business and obtain referrals from your new client/customer.

**Creating a Prospecting Plan:** Taking a shotgun approach to prospecting is usually not the most efficient or effective strategy. In this module, you will learn how to create a prospecting plan that contains a mix of activities appropriate to your market and in line with your budget. In addition, you will learn how to calculate the number of contacts you need to make and how to schedule your activities in order to meet your personal and sales goals.

**Overcoming Call Reluctance and Making the Call:** For many salespeople, prospecting, especially making cold calls, is a dreaded activity. In this module, you will learn what causes call reluctance. You will learn how to use special techniques for overcoming call reluctance and getting past gatekeepers. You will learn how to create a 30-second commercial, how to incorporate it into your prospecting approach, and ultimately make the prospecting call. You will learn two cold call approaches that you will customize for your product/service and market.

**Breaking Through Your Comfort Zone:** Many salespeople, in their attempt to achieve higher levels of success, hit a level and then, for no apparent reason, stall at that level. In this module, you will learn what a comfort zone is and then define your current comfort zone. You will determine what is confining you to that comfort zone and then identify a new higher comfort zone. Next, you will create a plan to reach the new comfort zone and implement a method to track your progress.

**Negative Reverse Selling @ :** If you look, act and sound like every other sales person, the prospect will treat you like a vendor rather than an advisor. This module will give you some techniques that differentiate you from the competition. It also allows you to work with a client so each of you can define whether the path you're on is the right one by using specialized questioning techniques.

**Applying Transactional Analysis to the Sales Situation:** Much of our personality is shaped by early childhood influences and teachings—messages that we carry with us throughout our lives. In this module, you will learn about the components of your personality that influence your behavior, how they were developed, and the impact they have on your selling success and how your prospect deals with their issues in this area. You'll learn how to identify repetitive, non-productive behavior and how to replace it with more appropriate behavior.

**Setting Goals:** Would you start a foot race without knowing where the finish line was? Would you start an automobile trip to a distant city without a roadmap or set of direction of how to get there? In this module, you will identify your life goals; determine what you need to do—from a business perspective—to achieve those goals, and develop a plan to track your progress and fine-tune the plan.

**Developing Your Formula for Success:** Long-term success is most often the result of doing a number of things effectively, efficiently, and consistently over time rather than the result of doing only one or two things extraordinarily well. In this module, you will learn about the 10 elements in Sandler's *Formula for Success* and how to use them to generate your own strategy for accomplishing the everyday tasks involved in sales.