Sandler Training
Finding Power In Reinforcement SM

Executive Outline for NAIFA – Buffalo Program

- One (1) Full Day In House Session – The session will be held on Thursday, December 3rd 2009. The program is designed as needed, to focus on critical key performance indicators that are critical to achievement of the objectives. This program is open to up to 70 people.

- A one-year subscription to the TACTICS Program for each participant enrolled. The TACTICS Program is the nation's newest sales reinforcement tool. Participants will receive a new TACTICS 'card' via e-mail, every week for a full year. Each 'card', as designed, is to address a specific rule taken from our workshops. This will provide you with the information to assist you in applying the tactic to produce sales. Included with the TACTICS Program is access to our "800" number for individual coaching and comments when you run up against tough selling situations.

- One-year subscription to the Sandler Brief Program for each participant enrolled. Participants will receive a new Sandler Brief Newsletter via e-mail, once a month for a full year. The Sandler Brief newsletters are stories and scenarios that offer advice and tips on becoming a more productive salesperson by recognizing and overcoming common mistakes made by most salespeople.

- Program Manual to be used during the live session

Learning Objectives:

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.

Keep Customers from Using Other Competitors to Squeeze You

- Learn how to uncover the likelihood of a prospect's defecting to the competition.
- Identify techniques to avoid feature-to-feature combat and to make your prospect see your solution as a custom fit.
- Learn how to know if you're being used to get a better deal with someone else.
- Learn how to dislodge prospects from a fixation on larger, more entrenched competitors.

You're 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.

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.

Sandler's Success Triangle

- Learn the three factors that dictate your success or failure in a sales role.
- Discuss the hidden barriers to success in selling, and how to overcome them.
- Find out what your sales manager probably won't, or can't, tell you, but should.
- Learn the 10 essential secrets from consistently successful salespeople.

- Assess your selling style: Are you closing as many deals as you could?
- Discover you earn what you feel your are worth

The Sandler Selling System:

- Learn why 20% of agents make 80% of the sales.
- Shorten your sales cycle.
- Discover the tricks employed by savvy buyers and how to avoid getting trapped.
- Stop wasting time sending literature that isn't read, preparing proposals that can't win, and doing free consulting.
- Learn to avoid looking like a stereotypical insurance salesperson.
- Since selling is a battle of the plans, learn how to create a stronger plan than your prospect and prevail.
- Learn how not to leave your prospects cold and what to do instead of making a sales pitch.
- Map your sales cycle and identify what to do during the next step.
- Learn the importance of customizing a sales plan for every call and the techniques you need to adjust it on the fly.
- Identify when to involve your product specialist and when not to.

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 <u>exactly</u> 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.

- Learn how to set the ground rules with a buyer on the first meeting.
- Learn how to establish a mutually agreed upon process to handle any issue during the sales and service cycle.
- Allow the buyer to feel comfortable quickly.
- Learn how to control the entire sales process.
- Learn how to set clear agreements with the client so the company receives service that meets its expectations.

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 Selling SM" 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!

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.

Needs Assessment

- Learn how to identify the key buying criteria.
- Learn how to have the buyer share his/her strategic objectives with you quickly.
- Learn to match the buyer's needs with your service offerings.
- Learn the questions you should ask to uncover your prospect's personal hot buttons.
- Learn how to get your prospect interested, even if he/she says no.
- Conquer your prospect's reluctance to talk about his/her business issues.
- Get your prospects to see your products and/or services as a solution to their business problem.
- Learn how to conduct business dialogue with executives.

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.

- Understand current spending patterns.
- Uncover how the budget process works.
- Learn how to attach a financial cost to each of the buyer's problems.
- Find out why many agents leave money on the table.
- Learn how to find out who really controls the purse strings.
- Learn how to train your mind to see that price is rarely the real issue.
- Identify common negotiating ploys used by trained buyers and how to counter them.

Decision

How many times have you given a presentation to a prospect that 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 "no's" 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.

Decision Making Process

- Understand what motivates those involved in the decision process.
- Determine when and how decisions are made within an organization.
- Learn how to get the prospect to agree to and live up to committed time frames.
- Understand the role of each individual in the buyer network.
- Uncover how decisions are made.
- Learn how to have the buyer make several smaller decisions in the sales process.

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.

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.

Can Asking Questions Be The Answer?

This lesson will instruct you on 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.

Presentation Skills

- Learn how to prepare for a sales presentation.
- Learn how to begin the sales presentation.
- Understand how to field questions during the presentation.
- Learn how to close during the presentation.

Questioning Skills

- Learn the key questions to use in order to have the buyer share important information.
- Learn how to match questions to the buyer's personality.
- Learn how to uncover the buyer's "real" question.
- Learn how to talk less, listen more, stay in control, and get a commitment.
- Learn how to create need and desire to solve the issues by asking the right questions.

State-of-the-Art Closing Tactics that Work

- Learn how to know when to close.
- Learn how to close users vs. managers vs. financial decision makers.
- Identify closing tactics when selling to committees.
- Learn how to beat end-of-month pressure.

How to Handle the Toughest Sales Situations

- Assess your current responses to your most common objections, stalls, and put-offs.
- Learn non-traditional tactics to handle even the most hostile prospects.
- Recognize when "no" means "maybe."
- Learn how to get the attention of prospects that won't call you back.
- Learn what to do when deals get stuck and you're missing your forecast.
- Learn how to regain control of a sales call that's not going well.
- Learn the four techniques for using voicemail and phone gatekeepers to your advantage.

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 with whom they are comfortable. 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.

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 Selling SM/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.

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.

Developing New Business

- How to successfully uncover the right type of referral
- How to get your client to make strong introductions
- How to convert 80% referrals to clients
- Learn how to prospect within your company.
- Learn how to prospect within existing clients.
- Learn how to get quality referrals from existing clients.
- Learn how to conduct educational seminars designed to create awareness and obtain appointments

Client Expansion and Extension

- Learn how to implement a framework so your client becomes a client for life.
- Stop the competitors from taking your client.
- Learn how to identify when the client is becoming unhappy.
- Develop ways to expand your presence in each of your accounts.
- Learn how to control the “mind share” of your client.
- Learn how to successfully network within your larger clients.
- Learn cross-selling tactics.

Practice Management

- Maximize Time
- Utilizing Data Base
- Controlling Calendar
- Accomplishes More in Less Time]
- Learn how to conduct client review meetings.
- Learn how to effectively use a customer satisfaction tool as a differentiator.
- Learn how to create “mind share” within the existing client base and the orchestrators.
- Learn how to conduct goal setting sessions with clients.
- Learn how to conduct a brain storming session with prospects/clients