



**Sandler Training®**

## **2 DAY SALES BOOT CAMP**

### **DAY 1**

<b>9:00 a.m. – 10:00 a.m.</b>	<b>PARTNER POSTERS</b>
<b>10:00 a.m. – 12:00 p.m.</b>	<b>WHY HAVE A SYSTEM</b> <ul style="list-style-type: none"><li>• Learn a system that results in four predictable outcomes, duplicates success, and qualifies prospects rather than them disqualifying you.</li></ul>
<b>12:00 p.m. – 12:45 p.m.</b>	<b>LUNCH</b>
<b>12:45 p.m. – 2:00 p.m.</b>	<b>BEHAVIOR, ATTITUDE, TECHNIQUE</b> <ul style="list-style-type: none"><li>• Learn how behavior, attitude, and technique impact your success.</li></ul>
<b>2:00 p.m. – 2:15 p.m.</b>	<b>BREAK</b>
<b>2:15 p.m. – 4:00 p.m.</b>	<b>BONDING &amp; RAPPORT</b> <ul style="list-style-type: none"><li>• You will learn how to identify and adapt to different behavioral styles, the three ego states, and communication styles.</li></ul>

### **DAY 2**

<b>9:00 a.m. – 10:00 a.m.</b>	<b>REVIEW</b>
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<b>10:00 a.m. – 12:00 p.m.</b>	<b>UP FRONT CONTRACTS</b> <ul style="list-style-type: none"> <li>• Learn how to set ground rules with prospects at the beginning to avoid think-it-overs at the end.</li> <li>• You will also learn what a clear next step is and why it is so important in the sales process.</li> </ul>
<b>12:00 p.m. – 12:45 p.m.</b>	<b>LUNCH</b>
<b>12:45 p.m. – 2:30 p.m.</b>	<b>PAIN</b> <ul style="list-style-type: none"> <li>• Learn the difference between a problem and pain, how to find your prospect's pain, and what to do with it when you find it.</li> </ul>
<b>2:30 p.m. – 2:45 p.m.</b>	<b>BREAK</b>
<b>2:45 p.m. – 4:00 p.m.</b>	<b>BUDGET &amp; DMP</b> <ul style="list-style-type: none"> <li>• Learn how to discuss money, get a REAL number, and discover the total investment needed from your prospect.</li> <li>• We will also explore the conceptual and technical roadblocks in the budget step.</li> </ul>