

Why Have a System – Week 1

Many salespeople “wing it,” cross their fingers, and hope they get the sale. Learn a system that results in four predictable outcomes, duplicates success, and qualifies prospects rather than them disqualifying you.

30 Second Commercial –Week 2

Whether you’re making cold calls, working a tradeshow booth, or attending a networking event --- you need a powerful 30 second commercial that gets people’s attention and leaves them wanting more. During this session, you will create a 30-second commercial you can start using immediately.

B.A.T & Prospecting – Week 3

Sales is about more than fancy techniques. Learn how behavior, attitude, and technique impact your success. You will also discover how to prospect more effectively, identify your most profitable selling activities, and develop a roadmap to your success.

Bonding & Rapport – Week 4

Rapport is more than having a good conversation with someone. It’s about being in sync and understanding how different people communicate. In this session, you will learn how to identify and adapt to different behavioral styles, the three ego states, and communication styles.

Up Front Contracts – Week 5

Have you ever gotten to the end of a presentation or sales call and the prospect said they wanted to “think it over?” Learn how to set ground rules with prospects at the beginning to avoid think-it-overs at the end. You will also learn what a clear next step is and why it is so important in the sales process.

Selling Value with Pain – Week 6

Your prospects don’t buy because of your features or benefits. While they may be great, prospects buy because they are in pain or want to avoid pain. 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.

Role-Play Day – Week 7

We’re half-way through the Sales Foundations Program, and it’s time to see what you’ve learned so far. We will spend the entire class role-playing real-world scenarios.

Questioning Strategies – Week 8

One of the biggest mistakes that salespeople make is trying to convince prospects why they should buy from them. Learn how to use different questioning strategies to uncover what’s important to your prospects.

Uncovering Budget – Week 9

For many sales people, the budget step is where they wimp out. They either don’t even discuss money, they bring it up but can’t get a real number, or they discuss money but overlook the total investment

(money, time, AND resources). We will spend 90 minutes exploring conceptual and technical roadblocks in the budget step.

Decision-Making Process – Week 10

Identifying the decision-maker is only 14% of the entire decision-making process. You will learn how to uncover the other 86% before you make a presentation, not after.

Closing the Sale – Week 11

At this point, you've weeded out any unqualified prospects, and now it's time to close the sale! Learn how to present to your prospects pain, set up a clear next step, and re-close the deal. Re-closing the deal addresses buyer's remorse when you're still in front of the prospect instead of after you leave.

Sandler Rules – Week 12

Early in his sales career, David Sandler observed that some salespeople work hard and struggle for every deal, while others consistently, and almost effortlessly, uncover new opportunities and close sales. Using Eric Berne's Transactional Analysis, Sandler devised a selling system and distilled forty-nine unforgettable rules that are frank, sometimes fun, and always easy to put to use.