



THE “LEGACY-MODEL” SALES LEADERSHIP DEVELOPMENT

“180° from Traditional Training”™

The training provides a dynamic, ongoing adult learning experience comprised of mutual support and personal coaching and provides an environment in which to build strong sales skills, ask “real world” questions and face your toughest sales problems.

INTRODUCTION

“This is the start . . . the client gets a first-hand view of what is ahead to gain their ‘MBA in sales’.”

In this session you will be given an overview of the entire training program, plus program maps and individual session descriptions. You will learn that real, consistent success comes to those who know and apply the components of the selling system we teach. You will learn the foundational principles and proven strategies.

You will be given the formula for the 7-Step System for Successful Selling and learn how your current selling system compares. You will learn that by following our selling system, you can remove pitfalls you currently face and improve your results. You will learn:

- The components of a successful selling system.
- What makes up an effective and efficient selling system.
- The benefits to following a selling system.
- Your prospect’s buying systems.

BONDING AND BUILDING RAPPORT WITH PROSPECTS

“A fascinating and practical view of real bonding and rapport that gives the salesperson an entirely new appreciation of how to build rapport with their prospects.”

Learn the real truth about Bonding and Building Rapport with prospects by applying the elements of active participation and the OK/NOT OK principle. You will learn:

- The importance of Bonding and Building Rapport and how to do it.
- The role of active participation in Bonding and Building Rapport.
- Three elements of communication.
- Active listening techniques.
- What is Primary Sensory Dominance (PSD) and how to use it.
- Primary Sensory Dominance Indicators.
- Understanding Neuro Linguistics Programming (NLP) in selling.

UP-FRONT CONTRACTS WITH PROSPECTS

“The most valuable tool in the entire system to help sales people learn not to waste time.”

You will learn how to take control of the sales process by applying this powerful technique:

- The five elements of the Up-Front Contract (UFC).
- How to deal with roadblocks to the UFC.
- The consequences of not making a UFC.

QUESTIONING TECHNIQUES

“Clearly the heart and soul of the training. This is where we separate the pros from the amateurs . . . learning to ask good questions will serve you better than learning a second language.”

In these sessions you will be introduced to the Dummy Curve Theory, Reversing Strategies and Softening Statements to get the information you need from the prospect. By using these strategies, you will persuade prospects to open up and reveal their real problems or concerns. You will learn:

- The Dummy Curve Theory.
- Reversing Techniques.
- Strip Lining.
- Why Reversing Techniques must be used.
- The benefits of Reversing Techniques.
- What Softening Statements are and the reasons for using them.

IDENTIFY THE REASONS FOR DOING BUSINESS (PAIN)

“This will forever change a salesperson’s view of selling and how to do it.”

People respond to two main stimuli: pain and pleasure. Of the two motivations, we know avoiding pain is the more powerful. You will learn special questioning techniques to identify a prospect’s needs and/or problems, known as the prospect’s “Pain.” You will learn:

- How to qualify prospects.
- The process for discovering the prospect’s Pain.
- Elements of Pain.
- The Pain Funnel technique.

UNCOVERING THE PROSPECT'S BUDGET

*“We eliminate the salesperson’s fear of ever talking about money . . .
we teach selling, not price shopping.”*

Your ability to deal successfully with the prospect’s money issues has more to do with your own feelings and attitudes about money than with any specific strategy or technique. You will learn how to overcome money messages from your childhood and specific questioning techniques to use to uncover the prospect’s budget. You will learn:

- How to identify if money is available.
- How to identify if the prospect is willing to invest.
- How to identify if the prospect is able to invest.
- How to overcome conceptual roadblocks.
- How to use seven powerful money techniques.

IDENTIFYING THE PROSPECT’S DECISION MAKING PROCESS

*“Prospect’s like to buy, they just don’t like to be sold.
Learning their decision process is incredibly powerful.”*

The objective of this session is to identify the prospect’s Decision Making Process and determine follow-up actions once critical information about the prospect has been gathered and a complete knowledge of your product or services has been skillfully matched. You will learn:

- The six elements of the Decision Making Process.
- How the decision process differs from companies and individuals.
- How to avoid deal breakers.
- How to disqualify a prospect.
- How to qualify a prospect.

CLOSING THE SALE

*“Sales people will gain a truly different perspective of how a business transaction closes.
It removes the anxiety of asking for the order.”*

You will learn how to increase your closings. You will learn how to perform the powerfully effective Fulfillment and Post-Sell Steps in order to Close a Sale so that you do not waste your time and money. You will learn:

- The four elements of the Fulfillment Step.
- How to perform the two elements of the Post-Sell Step.
- How to establish an Up-Front Contract for what happens next.
- How to obtain future business and referrals.

CREATING A PROSPECTING PLAN

“Giving the salesperson an entirely new perception of prospecting, its importance and how to really use it to build your business.”

This session will teach you how to develop an effective, ongoing Prospecting Plan. You will learn the mix of prospecting activities that are appropriate for your sales market, and you will learn that prospecting is the lifeblood of sales and how it will help you maximize revenues.

- How to define a Prospecting Plan.
- How to calculate the value of a Prospecting Plan.
- The benefits of the right prospecting mix.
- Cold calls, referrals, networking strategic alliances, etc.

OVERCOMING CALL RELUCTANCE AND MAKING THE CALL

“Incredible! We can’t make cold calls fun, but we can take away the fear and make it productive.”

In this session you will learn what causes Call Reluctance. You will learn how to use special techniques for overcoming Call Reluctance, getting past gatekeepers and ultimately reaching the prospect. You will learn how to develop and use the 30-second commercial, a no-pressure cold call and an objection cold call. You will learn:

- How to use the Pattern Interrupt Technique.
- The stages of the traditional cold call.
- The six essential parts to the 30-second commercial.

BREAKING THROUGH YOUR COMFORT ZONE

“It’s all about you.”

In this session we will first define a Comfort Zone. Then you will identify your current comfort zone, determine what is confining you, identify a new and higher comfort zone, create a plan to achieve that new one and track your progress toward that goal.

- The difference between your “I” and your “R”.
- Whether your Identity influences your Role or vice or versa.
- The risks involved in raising your Comfort Zone.
- The rewards of raising your Comfort Zone.



ENHANCING ATTITUDES, BEHAVIORS AND TECHNIQUES

“Overwhelming and powerful technique to self-coach and motivate yourself.”

You will learn that some prior beliefs, judgments and actions can sabotage your sales. An attitude and/or behavior adjustment might be the ticket to improving your sales outcome. You will learn:

- The Law of Compounding and how it works.
- Evaluating the 27 critical factors that create or diminish your effectiveness.
- Self-coach your own Attitude, Behavior and Technique.

APPLYING TRANSACTIONAL ANALYSIS (TA): THE PSYCHOLOGY BEHIND THE SALE (2 sessions)

*“A life changing experience giving insight to both you and those around you . . .
it will change how you communicate forever.”*

Clients tell us that these incredible sessions are the most powerful techniques they have ever learned because it changes them and answers questions they’ve always had about themselves and those around them. Participants will learn in these sessions about their scripted ego state behavior, how it is acquired, which ego state behaviors are appropriate for every situation and how to make necessary changes. You will learn:

- Your four ego states and how they affect everything you do.
- See your challenges in a different light.
- Isolate those challenges and focus on them.
- Use the knowledge you already have
- How to identify your most productive behavior and use it constantly.

SETTING GOALS

“Learn how to create the future.”

Participants learn how to identify their personal life goals, determine what they need to do from a business perspective to achieve those goals and make a plan to track their progress and fine-tune the plan. You will learn:

- How to set goals in the 4 most important areas of your life.
- How to align the 4 energy sources inside yourself in order to set achievable goals.
- How to develop a business plan to meet your goals.
- A method to analyze and adjust your goals to match your business plan.



DEVELOPING YOUR FORMULA FOR SUCCESS

“You will eliminate surprises in your personal and business plans.”

You will learn the seven characteristics all successful people have in common and that attitudes and behavior play a major role in whether your plan works. You will learn:

- The seven characteristics of Success.
- The ten components of the Success Formula.
- How to develop your personal success story.
- Dress for success.

NEGATIVE REVERSE SELLING

“This technique is not taught anywhere in the world, but in the Sandler System and clients tell us that it is one of the four techniques that improved their results so dramatically.”

Clients learn the most useful technique in all of selling and it is only taught by Sandler. You will learn:

- Highly advanced questioning techniques.
- The 15 most difficult but most powerful questions you can ask a prospect.