

Sandler[®] Foundations



A QUICK START TO

SalesMastery

Growing sales can be a challenging undertaking, especially in today's global market with highly self-educated prospects. Whether you are charged with managing a sales team or closing business yourself, there are hundreds of potential pitfalls including self-limiting beliefs, the challenges presented by your prospects, the marketplace, and of course, your competition.

Find out how to get on the fast track to sales success.



Sandler Foundations

As over a million sales and sales management professionals can attest, Sandler Foundations not only provides a path to SalesMastery for you or your team, but also a path of continuous improvement that will teach them not only how to sell, but how to succeed personally and professionally.

Sandler Foundations is where everyone officially starts. The Foundations program is a 10-lesson introductory course designed to give a complete overview of the Sandler Selling System® concepts, along with actionable steps that you or your team can implement from the first day to immediately start to improve performance.

Are you tired of...


- Dealing with prospects who want free consulting and quotes, then give the business to someone else?
- Presenting to people who can't or won't make decisions?
- Unrealistic or inconsistent sales forecasts and results?
- Frustrated because you can't make headway on company goals?
- Looking for ways to find prospects that doesn't require cold calls?

Do you or your team currently have a sales process that is easy to forecast **reliably**, manage, and measure? If not, you might be ready for a new selling system.

Sandler Foundations enables you to...

- More easily strategize or debrief a sales call with a common language and selling system that has specific steps.
- Save time by learning to qualify or disqualify an opportunity early in the process.
- Maintain control over the sales process with your prospects and your sales team.
- Recognize problems before they become major roadblocks, stalls, and objections.
- Focus energy on the right prospecting behaviors that lead to more sales, more easily.

Sandler Foundations combined with the SalesMastery program is unlike any sales training you have ever seen. The revolutionary Sandler Selling System and reinforcement training process, delivered by certified professional trainers, have made Sandler synonymous with sales success.

 Call us today to get on the fast track to **sales success** through **Sandler Foundations**.



01

Why Have a System

Discover the power of Sandler's comprehensive selling system and overlay it on your current sales approach.

02

The Importance of Bonding and Rapport

Learn and apply specific Sandler® techniques to start a sales conversation and establish an emotional bond and positive rapport with your prospects.

03

Elements of an Up-Front Contract

Take control of the sales process by establishing an agenda and mutual beneficial guidelines for a productive conversation.

04

Identifying Reasons for Doing Business (PAIN)

Learn the high-powered qualifying processes needed to probe for true buyer motivations.

05

Questioning Strategies

Learn to improve your information gathering to gain greater understanding of your prospects, as you help them discover and articulate their needs.

06

Uncovering the Prospect's Budget

Uncover the investment constraints of your prospects and whether they are willing and able to make them.

07

The Prospect's Decision-Making Process

Learn how to uncover your prospect's decision-making process, as well as how to spot, remove, or avoid sales roadblocks.

08

Closing the Sale (Fulfillment & Post-Sell)

Learn to consistently close and reinforce sales by focusing on the prospect's pain, decision-making process, and budget, and learn how to set the stage for future business and referrals.

09

Improving Your BAT-ting Average

Take a hard look at your Beliefs, Attitudes, and Techniques and how to increase your chances of sustainable success.

10

Prospecting Behavior

Identify the right mix of prospecting activities and an action plan to ensure a predictable and sustainable sale effort.