



Sandler Selling System

Darren Cecil, long time member of the San Diego Regional Chamber of Commerce and President of San Diego Sales, Inc. the San Diego licensed franchisee of Sandler Sales Institute invites you to attend a 10 week FREE program designed to enhance your selling ability, improve your confidence in business, and identify your sales strengths and overcome your own selling challenges.

Session One: Bonding and Building Rapport

Bonding and Rapport is essential in the buying process. Learn ways not to sound phony and not just like every other sales person. You will also understand how buyers buy and approaches to overcome the buyer's system.

Sales Challenge is Need for Approval

When salespeople need approval from their prospects, they will be unable to close effectively. They probably focus on comments like, "we really appreciate what you did for us" instead of getting the business closed. They usually find it difficult to ask tough questions because they're afraid that their prospect may get upset with them.

Session Two: Playing with Ground Rules

Learn unique approaches to take control of the sale while the prospect feels like he/she is in complete control.

Sales Challenge is Non Supportive Buy Cycle

Non Supportive Buy Cycle refers to the process by which your salespeople make purchases for themselves. They will tolerate behavior from their prospects when it is similar to their own. A buy cycle that fails to mirror a proper selling process causes many of the obstacles your salespeople have been unable to handle.

Session Three: Sell Like a Doctor

Perhaps the best doctors are sales people. Come and find out why and learn ways to sell like a doctor.

Sales Challenge is Difficulty Controlling Emotions

Salespeople that have a tendency to become emotionally involved tend to be worriers, often strategize on the fly, are excitable, creative, or analytical. After a sales call you might hear them say, "Oh jeez! I should have said..." They weren't able to execute during the call because they were caught off guard and became emotionally involved.



Session Four: Uncovering the Prospects Budget

Many of us were taught not to talk about money because it is impolite. Learn ways to actually uncover the prospect's budget without you or them feeling uncomfortable.

Sales Challenge is Discomfort Talking about Money

When salespeople are uncomfortable talking about money they can't ask a prospect how much money he has, where it might be coming from or how to come up with more. Therefore they usually fail to accurately learn how much money a prospect will spend with them. This becomes even more difficult when the prospect is equally uncomfortable.

Session Five: How to Discover the Prospects Decision Making Process

Attend and learn what the prospect's decision making process is. You will discover the appropriate questions to ask to move the sale along.

Sales Challenge is Commitment

Full, unconditional commitment means doing whatever it takes to succeed, no matter what! Most salespeople believe that their commitment is quite strong and many more are very loyal to their employers and customers. The problem that I discover most of the time is one of conditional commitment. This means they are committed...but only as long as it's not too difficult or scary, without any discomfort or disagreement in principle with what they must do.

Session Six: Fulfillment

No is the time to present your solution to their challenges or concerns. Learn effective techniques to present to the prospect so they ask you for the order.

Sales Challenge is Outlook

You may be able to recognize some of the symptoms of an outlook problem. They can include any of the following: excuse making, an attitude problem, a chip on the shoulder, complaining, disregard for policies or requests, a slump, unrealistic expectations, an aversion to accountability, a need for more structure and a low self-image.

Session Seven: Post-Sell

Learn approaches to prevent what many people experience Buyer's Remorse.

Sales Challenge is Responsibility

When salespeople make excuses, they're actually selling themselves short. When managers accept their excuses, they're selling them short because they'll find it even easier to use the same excuse again. Whether they blame their manager, the company, their competition, the economy, the marketplace, their prices or any other external factor, the bottom line is that they aren't taking full responsibility for their outcomes.

Session Eight: Breaking through Your Comfort Zone

Sales challenge is Removing the Head Trash

Sales are one of only two professions where a 30% success rate is considered very well. Professional baseball players are rewarded with a .300 batting average. What happens to a sales person when they are not succeeding 70% of the time? Acquire tips on separating your role from your identity.

Before you can effectively change a salesperson's actions you must change their beliefs.

Session Nine: Prospecting for New Business

Whether it is cold calling, networking, or sometimes asking for referrals, many people have difficulties finding new opportunities.

It's extremely difficult to motivate salespeople that either lack or no longer have the passion necessary for greater success in sales.

Sales Challenge is Desire

If someone is committed but lacks desire it means that their ~~bar~~ is lower than yours or mine. They're committed to reaching their goals but their goals aren't as grand as your or mine. When someone admits to having a lack of desire it's almost like they're saying, ~~yeah~~, I don't care that much about being more successful.+

Session Ten: No Guts No Gain

The difference between winning and losing in your career, and indeed your life, can be the ability to identify specific barriers that are blocking your path to individual achievement. No Guts, No Gain! ® presents a new way of approaching and dealing with life's challenges.

This four hour program reveals powerful ideas and techniques that will help redirect your thoughts and energies toward achieving clear and compelling goals. It will enhance the effectiveness of prior career skill-building or training you may have received. No Guts, No Gain! will help you become more assertive, more effective in your personal interactions, and make you feel more comfortable as a high achiever.

