

Frequently Asked Questions:

How often should I come?

We encourage you as a new client to pick either a Monday or a Wednesday and start your Foundations track on that day. You should be consistent coming that day once a week. As a new client you are entitled to come to limited SPCM sessions as well. We suggest you do not come more than 2 times a week and no more than 2 SPCM sessions a month. We have found that if you try to attend any more than this, you may become overwhelmed and frustrated. In addition, coming more often than 2 times a week will not allow you time to practice and implement the things you have learned.

If I have attended a SPCF class once, is that enough?

No, the whole premise behind the Sandler Training is ongoing, reinforcement training. It will take you more than one time to understand and utilize the techniques and principles taught in Foundations. We have designed our Foundations classes with room to repeat a few sessions on purpose. We also encourage our long term Mastery clients to continue to attend the Foundations topics as it will always help you master that concept.

How do I know which material chapters I should review?

The Foundations chapters match each course title for the Foundations sessions. A list for President's Club members will be provided each quarter when the new calendars are published.

What happens if I miss a class?

Foundations is an ongoing series. If you miss a session, come the next time it's being offered.

MARCH 2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				1 8:30 - 10:30 AM POSITION YOURSELF FOR THE SALE SPCM
4	5	6 8:30 - 10:00 AM FUFILLMENT POST SELL AND DEBRIEFING SPCF	7	8 8:30 - 10:30 AM TOP 10 SALES BEHAVIORS SPCM
11	12	13 8:30 - 10:00 AM BREAKING THRU YOUR COMFORT ZONES SPCF	14	15 8:30 - 10:30 AM UNDERSTANDING TRANSACTIONAL ANALYSIS TO SELL MORE SPCM
18	19 	NO SESSIONS 2019 SANDLER SUMMIT ORLANDO, FLORIDA Register Here: http://bit.ly/SUMMIT19		
25	26 8:30 - 11:30 AM *SANDLER MANAGEMENT SESSION *SANDLER STRATEGIC CUSTOMER CARE VIRTUAL SESSION 1:00 - 2:15PM	27 8:30 - 10:00 AM PROSPECTING STRATEGIES AND TACTICS SPCF	28	29 8:30 - 10:30 AM DEVELOP YOUR CHANNEL PARTNER REFERRAL GROUP SPCM

* REQUIRES SEPARATE ENROLLMENT

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Training Calendar 2019

JANUARY | FEBRUARY | MARCH

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Gerry Weinberg	x222
Alana Nicol	x228
Matt Stephens	x225
Greg Coyne	x233
Ashley Koepf	x226
Haley Fisher	x221

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Your Success Begins Here

Start-up Process:

- Take the online diagnostic evaluation as a benchmark.
- Begin *Foundations* (SPCF) classes Wednesdays 8:30-10:00 AM.
- Receive President's Club material set including workbooks and audio recording access.
- Foundations program is made up of 10 sessions with room to repeat a few sessions. Start with any topic at your earliest convenience and revisit the sessions that need reinforcement.
 - WHY HAVE A SYSTEM?
 - IMPROVE YOUR BAT-ING AVERAGE
 - THE IMPORTANCE OF BONDING & RAPPORT
 - ELEMENTS & TERMS OF AN UP FRONT CONTRACT
 - IDENTIFYING REASONS FOR DOING BUSINESS (*PAIN*)
 - QUESTIONING STRATEGIES
 - UNCOVERING THE BUDGET & DECISION MAKING PROCESS
 - FULFILLMENT, POST SELL & DEBRIEFING STRATEGIES
 - BREAKING THROUGH YOUR COMFORT ZONES
 - PROSPECTING STRATEGIES & TACTICS

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
	1 	2 NO SESSION  OUR OFFICE IS CLOSED!	3	4 8:30 - 10:30 AM SKILL BUILDING & COACHING SPCM
7	8	9 8:30 - 10:00 AM WHY HAVE A SYSTEM?  SPCF	10 K.A.R.E FOR 2019 SPCM	11 8:30 - 10:30 AM SPCM
14	15	16 8:30 - 10:00 AM IMPROVING YOUR BAT-ING AVERAGE SPCF	17	18 8:30 - 10:30 AM TRADE SHOW SELLING -THE SANDLER WAY- SPCM
21	22 8:30 - 11:30 AM SANDLER MANAGEMENT SESSION *SANDLER STRATEGIC CUSTOMER CARE VIRTUAL SESSION 1:00-2:15 PM	23 8:30 - 10:00 AM THE IMPORTANCE OF BONDING AND RAPPORT SPCF	24	25 NO SESSION <i>*Our team will be at our Sandler Regional Conference</i>
28	29	30 8:30 AM - 4:30 PM 2 - DAY SALES ACADEMY *RSVP Required For All Attendees	31 8:30AM - 4:30PM	

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Program Descriptions

SPCM- Sandler President's Club MASTERY

Fridays | 8:30 - 10:30 AM

President's Club Mastery is an on-going professional development series designed to help you apply proven sales methodology in real world business situations. This reinforced learning program instills the productive behavior necessary for your continued success.

SPCF- Sandler President's Club FOUNDATIONS

Wednesdays | 8:30 - 10:00 AM

Foundations has ten stand-alone training modules that provide a fresh professional approach to selling. Let go of sales habits that have not yielded the results you need, and take charge of the selling process with new productive behaviors, attitudes and techniques.

SMS- Sandler Management Solutions

Monthly | 8:30 - 11:30 AM

Strategic Management, created for CEOs, Presidents and Managers, gives you the tools to lead, motivate and develop your team. These monthly sessions are designed in a powerful format to give you strong business tools to take back to your team and implement immediately.

SCC- Strategic Customer Care

Monthly | 1:00 - 2:15PM

Strategic Customer Care is designed for anyone who touches your clients regularly. This program gives business tactics for frontline employees. This program as a interactive virtual program.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
				1 8:30 -10:30 AM S.W.O.T ACCELERATOR SPCM
4	5	6 8:30 - 10:00 AM ELEMENTS AND TERMS OF UP FRONT CONTRACTS SPCF	7	8 8:30 -10:30 AM MASTER YOUR 30 SECOND COMMERCIAL SPCM
11	12	13 8:30 - 10:00 AM IDENTIFYING REASONS FOR DOING BUSINESS SPCF	14	15 8:30 - 10:30 AM LOWER YOUR NEED FOR APPROVAL SPCM
18	19	20 8:30 - 10:00 AM QUESTIONING STRATEGIES & TACTICS SPCF	21	22 8:30 - 10:30 AM ASKING BETTER QUESTIONS SPCM
25	26 8:30 - 11:30 AM *SANDLER MANAGEMENT SESSION *SANDLER STRATEGIC CUSTOMER CARE VIRTUAL SESSION 1:00 - 2:15 PM	27 8:30- 10:00 AM UNCOVERING THE BUDGET & DECISION MAKING PROCESS SPCF	28	

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JANUARY 2019

FEBRUARY 2019