

Frequently Asked Questions:

How often should I come?

As a new client you are entitled to come to limited SPCM sessions. 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.

SEPTEMBER 2019

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
2 OFFICE CLOSED 	3	4 8:30 - 10:00 AM  BREAKING THROUGH YOUR COMFORT ZONES	5	6 8:30 - 10:30 AM  SANDLER AT THE MOVIES  SPCM
9	10	11 8:30 - 10:00 AM  PROSPECTING STRATEGIES & TACTICS  SPCF	12  OUR TEAM WILL BE AT OUR REGIONAL CONFERENCE	13 NO SESSION  SPCM
16	17 12 PM Start Time  GWA GOLF & NETWORKING OUTING  *Registration Required	18  2 - DAY SALES ACADEMY *RSVP Required For All Attendees	19	20 8:30 - 10:30 AM  ACCELERATE YOUR PIPELINE  SPCM
23	24 8:30 - 11:30 AM *SANDLER MANAGEMENT SESSION  *ORGANIZATIONAL EXCELLENCE  12:00 - 1:30 PM	25 8:30 - 10:00 AM WHY HAVE A SYSEM?   SPCF	26	27 8:30 - 10:30 AM  NEGOTIATING WORKSHOP  SPCM
30				

\* REQUIRES SEPARATE ENROLLMENT CUSTOMIZED PRIVATE TRAINING AVAILABLE

Training Calendar 2019

JULY | AUGUST | SEPTEMBER  
27 YEARS IN THE SANDLER BUSINESS

7th Annual GWA Golf & Networking Charity Outing

Tuesday, September 17th, 2019  
Glen Oaks Golf Course | Farmington Hills  
Check In: 12:30 PM  
Shot Gun Start: 1:00 PM  
Registration Includes: 9 Holes, Cart, 2 Drink Tickets, Dinner, Networking & Prizes!

Not a Golfer?! Come Network Following Golf: 3:30PM

REACHING HIGHER

The power of Hope. The skills to Cope.

Reaching Higher is a character-building leadership training program that inspires and prepares students to succeed and to reach their full potential!

To learn more visit • [reachinghigherinc.org](http://reachinghigherinc.org) or call 810-220-8812



Silent Auction Items Available  
All Proceeds Go To  
REACHING HIGHER  
For more information & to register  
go to: <http://bit.ly/GWAGolf2019>  
Or call: 248-353-4030

1 Planning

- Create vision and action plans.
- Establish benchmarks.

2 Positions

- Identify the best structure to achieve your team's goals.
- Identify the skill sets needed.
- Create and update job descriptions.

3 People

- Establish strong, healthy, and coaching methods.
- Address current and emerging needs.
- Create training plans.

4 Processes

- Identify and implement processes that are needed to be more effective.

5 Performetrics

- What should be measured in each job function?
- Create dashboards.

6 Passion

- Identify the WHY for each team member.
- Reenergize leadership.

The Roadmap to Organizational Excellence

Leadership for Organizational Excellence

The road to organization excellence has no end, but it is up to you to begin the journey.

Learn how to implement the 6P's of organizational excellence.

See your coach today.



**Sandler Training**  
Finding Power In Reinforcement<sup>SM</sup>  
GERRY WEINBERG & ASSOCIATES, INC.



Gerry Weinberg	x222
Alana Nicol	x228
Matt Stephens	x225
Greg Coyne	x233
Ashley Koepp	x226
Dawn Ostrega	x221

Click On [www.GerryWeinberg.Sandler.com](http://www.GerryWeinberg.Sandler.com) For More Info!

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.
- Talk with your coach about getting set up with Sandler Online for constant reinforcement on-the-go.
- 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	3 NO SESSION	4 OFFICE CLOSED 	5 NO SESSION  Our Office Will Be Closed!  Have a Safe and Fun Independence Day Weekend!
8	9	10 8:30 - 10:00 AM  WHY HAVE A SYSTEM?  SPCF	11	12 8:30 - 10:30 AM  SKILL BUILDING & COACHING  SPCM
15	16	17 8:30 - 10:00 AM  IMPROVE YOUR BAT-ING AVERAGE  SPCF	18	19 8:30 - 10:30 AM  MID YEAR GOAL REVIEW  SPCM
22	23	24 8:30 - 10:00 AM  THE IMPORTANCE OF BONDING & RAPPORT  SPCF	25	26 8:30 - 10:30 AM  USE YOUR EXTENDED DISC TO SELL MORE  SPCM
29	30 8:30 - 11:30 AM  *SANDLER MANAGEMENT SESSION  *ORGANIZATIONAL EXCELLENCE 12:00 - 1:30 PM	31 8:30 - 10:00 AM  ELEMENTS & TERMS OF AN UP FRONT CONTRACT  SPCF		

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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.

OE – Leadership for Organizational Excellence Monthly | 12:00 - 1:30PM

The Leadership for Organizational Excellence program teaches leaders how to master and implement best practices that will turn your personal vision for your company, and yourself, into a reality. This program sets you and your company on the road to Organizational Excellence and keeps you moving forward.

MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY
			1	2 8:30 - 10:30 AM  OVERCOMING STALLS & OBJECTIONS  SPCM
5	6	7 8:30 - 10:00 AM  IDENTIFYING REASONS FOR DOING BUSINESS ( <i>PAIN</i> )  SPCF	8	9 8:30 - 10:30 AM  WHO, WHAT, WHEN, HOW, WHERE, & WHY OF DECISION MAKING  SPCM
12	13	14 8:30 - 10:00 AM  QUESTIONING STRATEGIES  SPCF	15	16 8:30 - 10:30 AM  BUDGET MASTERY  SPCM
19	20 8:00 - 12:00 PM  PROSPECTING WORKSHOP  *RSVP Required For All Attendees	21 8:30 - 10:00 AM  UNCOVERING THE BUDGET & DECISION MAKING PROCESS  SPCF	22	23 8:30 - 10:30 AM  SANDLER TRIVIA  SPCM
26	27 8:30 - 11:30 AM  *SANDLER MANAGEMENT SESSION  *ORGANIZATIONAL EXCELLENCE 12:00 - 1:30 PM	28 8:30 – 10:00 AM  FULFILLMENT, POST SELL & DEBRIEFING STRATEGIES  SPCF	29	30 8:30 - 10:30 AM  SKILL BUILDING & COACHING  SPCM

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JULY 2019

AUGUST 2019