

Training Calendar 2020

OCTOBER | NOVEMBER | DECEMBER

28 YEARS IN THE SANDLER BUSINESS

We Offer Public & Private Training Sessions

We Also Offer Exclusive Programs, Talk to us to see how we can help you and your company!

Sandler Foundations

Learn the ten lessons that not only teach you to sell, but how to succeed personally and professionally.

Sales Mastery - Expand Your Knowledge

This bold, take-charge approach to the sales process challenges long-held beliefs.

Strategic Customer Care

Sandler's Strategic Customer Care program will explore what we do each day in customer facing roles and how to succeed at delivering exceptional service.

Sandler Leadership & Management Solutions - Created for CEOs, Presidents and Managers

Lead, motivate and develop your sales team. Learn strong business tools to take back to your team and send them and your company on the road to success.



**24x7 ON-DEMAND
LEARNING**
at your fingertips.

Sandler Content Portal

Enhance Your Classroom
Experience With This
Online Tool!

- * Mobile Friendly
- * On-Demand Learning from any device - Anytime, Anywhere
- * New content added regularly - Podcasts, Full Curriculums, New Tools, Videos, Templates

Talk to your coach about access and how you can become Bronze Certified!



Sandler Training

Finding Power In ReinforcementSM

GERRY WEINBERG & ASSOCIATES, INC.

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Need help navigating Sandler Online? Let us help you

Christina will walk you through various topics and answer your questions.

This quarters dates are October 7th & 21st, November 4th & 18th, and December 2nd & 16th

Contact Dawn - Dawn.Ostrega@sandler.com | Christina - Christina.Welsh@sandler.com
for Zoom instructions.

Click On 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

October 2020

MON	TUE	WED	THU	FRI
	<i>Are You Bronze Certified?</i>		1	2 8:30 - 10:30 AM NEGOTIATE THE SANDLER WAY SPCM
5	6	7 8:30 - 10:00 AM FULFILLMENT, POST SELL & DEBRIEFING STRATEGIES SPCF	8	9 8:30 - 10:30 AM QUALIFY, CLOSE, PRESENT (QCP) SPCM
12	13	14 8:30 - 10:00 AM BREAKING THROUGH YOUR COMFORT ZONES SPCF	15	16 8:30 - 10:30 AM FAIL YOUR WAY TO SUCCESS SPCM
19	20 * Webinar Event WHY SALESPEOPLE FAIL AT VIRTUAL SELLING <u>1:00 - 2:30 PM</u>	21 8:30 - 10:00 AM PROSPECTING STRATEGIES & TACTICS SPCF	22	23 8:30 - 10:30 AM UNCOVER THE DECISION MAKING PROCESS SPCM
26	27 8:30 - 11:30 AM * SANDLER LEADERSHIP & MANAGEMENT SOLUTIONS SMS	28 8:30 - 10:00 AM WHY HAVE A SYSTEM?  SPCF	29	30 8:30 - 10:30 AM ARE YOU SELLING ETHICALLY? SPCM

* Requires Separate Enrollment. Go to www.GerryWeinberg.Sandler.com

CUSTOMIZED PRIVATE TRAINING AVAILABLE

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 Leadership & 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

Ask Us About This Program

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.

November 2020

MON	TUE	WED	THU	FRI
2	3	4 8:30 - 10:00 AM IMPROVE YOUR BAT-ING AVERAGE SPCF	5 **Our team is in Baltimore for our Sandler Conference**	6 No Session
9	10	11 8:30 - 10:00 AM THE IMPORTANCE OF BONDING & RAPPORT SPCF	12	13 8:30 - 10:30 AM OVERCOMING TECHNOLOGY RELUCTANCE SPCM
16	17 8:30 - 11:30 AM * SANDLER LEADERSHIP & MANAGEMENT SOLUTIONS SMS	18 8:30 - 10:00 AM ELEMENTS & TERMS OF AN UP FRONT CONTRACT SPCF	19 * <u>Webinar Event</u> GET YOUR SALES TEAM BACK ON TRACK <u>8:30 - 10:00 AM</u>	20 8:30 - 10:30 AM NEGATIVE REVERSE SELLING SPCM
23	24	25 8:30 - 10:00 AM IDENTIFYING REASONS FOR DOING BUSINESS (PAIN) SPCF	26 Office Closed 	27 Office Closed Enjoy this time with your family and friends
30				

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CUSTOMIZED PRIVATE TRAINING AVAILABLE

Frequently Asked Questions:

Can I attend SPCM classes?

As a new client you are entitled to come to limited SPCM sessions. We suggest you do not come to 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.

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.

December 2020

MON	TUE	WED	THU	FRI
 1	2	8:30 - 10:00 AM QUESTIONING STRATEGIES SPCF	3	4 8:30 - 10:30 AM CREATE YOUR 2021 SUCCESS PLAN SPCM
7	8 8:30 - 11:30 AM * SANDLER LEADERSHIP & MANAGEMENT SOLUTIONS SMS	9 8:30 - 10:00 AM UNCOVERING THE BUDGET & DECISION MAKING PROCESS SPCF	10	11 8:30 - 10:30 AM SKILL BUILDING & COACHING
14	15 * Webinar Event WHY SALESPEOPLE FAIL 1:00 - 2:30 PM	16 8:30 - 10:00 AM FULFILLMENT, POST SELL & DEBRIEFING STRATEGIES SPCF	17	18 8:30 - 10:30 AM * DREAMBOARD VISUALIZATION PARTY SPCM
21	22	23 <i>Office Closed</i>	24 <i>Office Closed</i>	25 <i>Office Closed</i>
28	29	30	31	

Happy Holidays!

Training Resumes on January 6, 2021