

## Training Calendar 2021

# JANUARY | FEBRUARY | MARCH

## 28 YEARS IN THE SANDLER BUSINESS



10th ANNUAL SANDLER  
SALES & LEADERSHIP SUMMIT  
MARCH 25th, 2021

**\*\*This Year We Are All Virtual and  
Complimentary\*\***

**Registration is Required:**

[https://www.gerryweinberg.sandler.com/  
resources/virtual-sandler-summit](https://www.gerryweinberg.sandler.com/resources/virtual-sandler-summit)



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### Sandler Online



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LEARNING**  
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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.
- 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

# January 2021

MON	TUE	WED	THU	FRI
<div style="border: 2px solid blue; border-radius: 15px; padding: 10px;">                     * Virtual Bootcamp - Register @ <a href="http://www.gerryweinberg.sandler.com/virtual_sales_bootcamp">www.gerryweinberg.sandler.com/virtual_sales_bootcamp</a> </div>		<b>No Sessions This Week, Our Office Is Closed.</b>		1 
4	5 * Sandler Sales Virtual Bootcamp 1-3 PM	6 8:30 - 10:00 AM Breaking Through Your Comfort Zones SPCF	7 * Sandler Sales Virtual Bootcamp 1-3 PM	8 8:30 - 10:00 AM Skill Building & Coaching SPCM
11	12 * Sandler Sales Virtual Bootcamp 1-3 PM	13 8:30 - 10:00 AM Prospecting Strategies & Tactics SPCF	14 * Sandler Sales Virtual Bootcamp 1-3 PM	15 8:30 - 10:00 AM Reversing Skill Accelerator SPCM
18	19	20 8:30 - 10:00 AM Why Have a System?  SPCF	21	22 <b>No Session</b> *Our team will be at our Sandler Regional Conference
25	26 8:30 - 11:30 AM * Sandler Leadership & Management Solutions SMS	27 8:30 - 10:00 AM Improve Your <b>Bat</b> -ing Average SPCF	28	29 8:30 - 10:00 AM Improve Your Time Management SPCM

\* REQUIRES SEPARATE ENROLLMENT

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.

# February 2021

MON	TUE	WED	THU	FRI
1	2	3 8:30 - 10:00 AM The Importance of Bonding & Rapport SPCF	4	5 8:30 - 10:00 AM Account Management SPCM
8	9	10 8:30 - 10:00 AM Elements & Terms of an Up-Front Contract SPCF	11	12 8:30 - 10:00 AM 30 Second Commercial Skill Accelerator SPCM
15	16	17 8:30 - 10:00 AM Identifying Reasons for Doing Business (PAIN) SPCF	18	19 8:30 - 10:00 AM Overcoming Technology Reluctance SPCM
22	23 8:30 - 11:30 AM * Sandler Leadership & Management Solutions SMS	24 8:30 - 10:00 AM Questioning Strategies SPCF	25* <b>Webinar Event</b> Why Salespeople Fail at Virtual Selling <a href="#">12:00 - 1:30 PM</a>	26 8:30 - 10:00 AM Up Front Contract Skill Accelerator SPCM

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## 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.

# March 2021

MON	TUE	WED	THU	FRI
1	2	3 8:30 - 10:00 AM Uncovering the Budget & Decision Making Process SPCF	4	5 8:30 - 10:00 AM Pre-Call Planning & Debriefing SPCM
8	9	10 8:30 - 10:00 AM Fulfillment, Post Sell & Debriefing Strategies SPCF	11	12 8:30 - 10:00 AM Stalls & Objections Skill Accelerator SPCM
15	16	17 8:30 - 10:00 AM Breaking Through Your Comfort Zones SPCF	18	19 8:30 - 10:00 AM Developing Your Mental Toughness SPCM
22	23 8:30 - 11:30 AM *Sandler Leadership & Management Solutions SMS	24 <b>No Session</b>	25  All virtual this year!	26 8:30 - 10:00 AM Developing Your Formula For Success SPCM
29	30	31 8:30 - 10:00 AM Prospecting Strategies & Tactics SPCF		

\* Requires Separate Enrollment. Go to [www.GerryWeinberg.Sandler.com](http://www.GerryWeinberg.Sandler.com)

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