

## Training Calendar 2021

# APRIL | MAY | JUNE

## 28 YEARS IN THE SANDLER BUSINESS



*Check Out Our New Office!*

### Sandler Online



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

Supplement 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



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**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

# April 2021

MON	TUE	WED	THU	FRI
			1	2 <b>No Session</b> <i>Our office will be closed today</i>
* Virtual Bootcamp - Register @ <a href="http://www.gerryweinberg.sandler.com/virtual_sales_bootcamp">www.gerryweinberg.sandler.com/virtual_sales_bootcamp</a>				
5	6 * Sandler Sales Virtual Bootcamp 1-3 PM	7 8:30 - 10:00 AM  Why Have a System? SPCF	8 * Sandler Sales Virtual Bootcamp 1-3 PM	9 8:30 - 10:00 AM  Skill Accelerator  SPCM
12	13 * Sandler Sales Virtual Bootcamp 1-3 PM	14 8:30 - 10:00 AM Improve Your <b>Bat</b> -ing Average SPCF	15 * Sandler Sales Virtual Bootcamp 1-3 PM	16 8:30 - 10:00 AM The Contrarian Salesperson SPCM
19	20	21 8:30 - 10:00 AM The Importance of Bonding & Rapport SPCF	22	23 8:30-10:00 AM Create Your Prospecting Playbook SPCM
26	27 8:30 - 11:30 AM * Sandler Leadership & Management Solutions SMS	28 8:30 - 10:00 AM Elements & Terms of an Up Front Contract SPCF	29	30 8:30 - 10:00 AM Use Transactional Analysis (TA) To Sell More SPCM

\* REQUIRES SEPARATE ENROLLMENT

CUSTOMIZED PRIVATE TRAINING AVAILABLE

# Program Descriptions

## SPCM - Sandler President's Club MASTERY

**Fridays | 8:30 - 10:00 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.

# May 2021

MON	TUE	WED	THU	FRI
3	4	5 8:30 - 10:00 AM Identifying Reasons for Doing Business (PAIN) SPCF	6	7 <b>No Session</b> <i>Our team will be at our Sandler Regional Conference</i>
10	11	12 8:30 - 10:00 AM Questioning Strategies SPCF	13	14 8:30 - 10:00 AM PAIN <b>Skill Accelerator</b> SPCM
17	18 8:30 - 11:30 AM * Sandler Leadership & Management Solutions SMS	19 8:30 - 10:00 AM Uncovering The Budget & Decision Making Process SPCF	20	21 8:30 - 10:00 AM Using Video SPCM
24	25	26 8:30 - 10:00 AM Fulfillment, Post Sell & Debriefing Strategies SPCF	27	28 8:30 - 10:00 AM Skill Building & Coaching SPCM
31  Memorial Day				

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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.

# June 2021

MON	TUE	WED	THU	FRI
	1	2 8:30 - 10:00 AM Breaking Through Your Comfort Zones SPCF	3	4 8:30 - 10:00 AM Identifying the Buyers Budget <b>Skill Accelerator</b> SPCM
7	8	9 8:30 - 10:00 AM Prospecting Strategies & Tactics SPCF	10	11 8:30 - 10:00 AM Why Aren't You Getting More Referrals SPCM
14	15	16 8:30 - 10:00 AM  Why Have a System? SPCF	17 <b>OFFICE CLOSED</b> <b>OUR TEAM WILL BE AT OUR SANDLER INTERNATIONAL CONFERENCE</b>	18 <b>No Session</b>
21	22 8:30 - 11:30 AM *Sandler Leadership & Management Solutions SMS	23 8:30 - 10:00 AM Improve Your <b>Bat</b> -ing Average SPCF	24	25 8:30 - 10:00 AM Are You On Track? Mid-Year Goal Review SPCM
28	29	30 8:30 - 10:00 AM The Importance of Bonding & Rapport SPCF		

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

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