

Training Calendar 2021

OCTOBER | NOVEMBER | DECEMBER

29 YEARS IN THE SANDLER BUSINESS

We Offer Public & Private Training Sessions

We Also Offer Exclusive Programs and Private Talks.

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.

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



Sandler Training

Finding Power In ReinforcementSM

GERRY WEINBERG & ASSOCIATES, INC.

Contact Us: 248-353-4030

Gerry Weinberg	ext. 222
Alana Nicol	ext. 228
Matt Stephens	ext. 225
Greg Coyne	ext. 233
Dawn Ostrega	ext. 221
Lynne Work	ext. 226

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 2021

MON	TUE	WED	THU	FRI
* Virtual Bootcamp - Register @ www.gerryweinberg.sandler.com/virtual_sales_bootcamp			Office Closed for our Great Lakes Regional Meeting	1 No Session
4	5 * Sandler Sales Virtual Bootcamp 1-3 PM	6 8:30 - 10:00 AM Questioning Strategies SPCF	7 * Sandler Sales Virtual Bootcamp 1-3 PM	8 8:30 - 10:00 AM Using Sandler Rules To Sell More SPCM
11	12 * Sandler Sales Virtual Bootcamp 1-3 PM	13 8:30 - 10:00 AM Uncovering the Budget & Decision Making Process SPCF	14 * Sandler Sales Virtual Bootcamp 1-3 PM	15 8:30 - 10:00 AM The First 5 Minutes of a Sales Call SPCM
18	19	20 8:30 - 10:00 AM Fulfillment, Post Sell & Debriefing Strategies SPCF	21	22 8:30-10:00 AM Improving Your Outlook SPCM
25	26 8:30 - 10:30 AM * Sandler Leadership & Management Solutions SMS	27 8:30 - 10:00 AM Breaking Through Your Comfort Zones SPCF	28	29 8:30 - 10:00 AM 5 Ways to Transform Your Sales Process with Video 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 - 10:30 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.

November 2021

MON	TUE	WED	THU	FRI
1	2	3 No Session	4	5 8:30 - 10:00 AM Hybrid Selling Workshop SPCM
Our team is in Baltimore for our Sandler Conference				
8	9	10 8:30 - 10:00 AM Prospecting Strategies & Tactics SPCF	11	12 8:30 - 10:00 AM Stay Behind the Pendulum SPCM
15	16 8:30 - 10:30 AM * Sandler Leadership & Management Solutions SMS	17 8:30 - 10:00 AM Why Have a System?  SPCF	18	19 8:30 - 10:00 AM Formula For Success SPCM
22	23	24 8:30 - 10:00 AM Improve Your BAT-ing Average SPCF	25 Office Closed 	26 Office Closed Enjoy this time with your family and friends
29	30			

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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.

December 2021

MON	TUE	WED	THU	FRI
		1 8:30 - 10:00 AM The Importance of Bonding & Rapport SPCF	2	3 8:30 - 10:00 AM Goals, Plans and Action For 2022 SPCM
6	7 8:30 - 10:30 AM *Sandler Leadership & Management Solutions SMS	8 8:30 - 10:00 AM Elements & Terms of an Up-Front Contract SPCF	9	10 8:30 - 10:00 AM Skill Building & Coaching Skill Accelerator SPCM
13	14	15 8:30 - 10:00 AM Identifying Reasons for Doing Business (PAIN) SPCF	16	17 8:30 - 10:00 AM Vision Board SPCM
20	21	22 <i>Office Closed</i>	23 <i>Office Closed</i>	24 <i>Office Closed</i>
27	28	29	30	
<p><i>Happy Holidays!</i></p> <p><i>Training Resumes on January 5, 2022</i></p>				

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

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