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IN THE
SANDLER BUSINESS**

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Contact Us: 248-353-4030

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Sessions and Times

Sandler Foundations (virtual)

Mondays 11:30 AM-12:30 PM ET

Sandler Sales Mastery (virtual)

Monday Mornings 9:30 AM-11:00 AM ET

Monday Afternoons 2:00 PM-3:30 PM ET

**GWA Advanced Mastery
(virtual/in person)**

Fridays 8:30 AM-10:00 AM ET

Leadership Management (virtual)

Fourth Thursday of the Month

10:00 AM-12:00 PM ET

**GWA Monthly Leadership Check-In
(virtual/in person)**

Second Thursday of the Month

12:00 PM-1:00 PM ET

Ask your coach about our other offerings:
Fast Track Foundations, Sales Coach's Playbook,
Strategic Customer Care, Prospecting Bootcamp



For the latest news and most current calendar visit us
at **www.GerryWeinberg.Sandler.com**

January 2022

Mon

Tue

Wed

Thu

Fri

3	4	5	6	7 <i>Advanced Mastery</i> Skill Building and Coaching
10 <i>Sales Mastery</i> Generating Referrals <i>Foundations</i> Identifying the Prospect's Decision	11 <i>*FTF</i> Why Have a System?	12 <i>Sales Coach's Playbook</i> Thoughts Influence Performance	13 <i>*FTF</i> Bonding & Rapport, DISC <i>GWA Leadership Management Check-In</i>	14 <i>Advanced Mastery</i> Avoid the Top 10 sales mistakes
17 Martin Luther King Day No Class	18 <i>Prospecting Intensive</i> Intro Buyer Seller Dance/Attitude <i>*FTF</i> Elements & Terms of an Up-Front Contract	19	20 <i>*FTF</i> Identifying Reasons for Doing Business (PAIN) Office Closed for our Regional Conference	21 No Advanced Mastery Session
24 <i>Sales Mastery</i> Developing Your 30 Second Commercial <i>Foundations</i> Closing the Sale	25 <i>Prospecting Intensive</i> Build Scripts <i>*FTF</i> Questioning Strategies	26	27 <i>Leadership Management</i> Building Your Culture <i>*FTF</i> Budget & Decision Making Process	28 <i>Advanced Mastery</i> Trade Show Selling
31 <i>Sales Mastery</i> Building Your Cookbook <i>Foundations</i> Improving Your BAT-ing Average				

February 2022

Mon

Tue

Wed

Thu

Fri

	<p><i>1</i></p> <p><u>Prospecting Intensive</u> Cold Calling</p> <p><u>*FTF</u> Fulfillment & Post-Sell</p>	<p><i>2</i></p> <p><u>**SCC</u> On the Front Lines Effective Communication</p>	<p><i>3</i></p> <p><u>*FTF</u> Commercial & Prospecting</p>	<p><i>4</i></p> <p><u>Advanced Mastery</u> Develop Your Pattern Interrupt</p>
<p><i>7</i></p> <p><u>Sales Mastery</u> Burn Your Bridges</p> <p><u>Foundations</u> Prospecting Behavior</p>	<p><i>8</i></p> <p><u>Prospecting Intensive</u> Behavior Plans</p>	<p><i>9</i></p> <p><u>Sales Coach's Playbook</u> Becoming a High-Performance Coach</p> <p><u>**SCC</u> Comfort Zones</p>	<p><i>10</i></p> <p><u>GWA Leadership Management Check-In</u></p>	<p><i>11</i></p> <p><u>Advanced Mastery</u> Improve Your Time Management</p>
<p><i>14</i></p> <p><u>Sales Mastery</u> Watch the Clock</p> <p><u>Foundations</u> Why Have a System?</p>	<p><i>15</i></p> <p><u>Prospecting Intensive</u> Video Prospecting</p>	<p><i>16</i></p> <p><u>**SCC</u> Up Front Contracts</p>	<p><i>17</i></p>	<p><i>18</i></p> <p><u>Advanced Mastery</u> Having Business Owner/ C Suite Conversations</p>
<p><i>21</i></p> <p>President's Day No Class</p>	<p><i>22</i></p> <p><u>Prospecting Intensive</u> Social Selling</p>	<p><i>23</i></p> <p><u>**SCC</u> DISC</p>	<p><i>24</i></p> <p><u>Leadership Management</u> Understanding Your People; Communication</p>	<p><i>25</i></p> <p><u>Advanced Mastery</u> Up Front Contract Skill Accelerator</p>
<p><i>28</i></p> <p><u>Sales Mastery</u> Decision Timeline</p> <p><u>Foundations</u> The Importance of Bonding & Rapport</p>				

March 2022

Mon

Tue

Wed

Thu

Fri

	1	2 <u>**SCC</u> Questioning	3	4 <u>Advanced Mastery</u> Why Aren't You Getting More Referrals?
7 <u>Sales Mastery</u> Managing Your Prospecting Plan <u>Foundations</u> Elements & Terms of an Up-Front Contract	8 <u>*FTF</u> Why Have a System?	9 <u>Sales Coach's Playbook</u> Moving Forward	10 <u>*FTF</u> Bonding & Rapport, DISC	11 No Advanced Mastery Session
Office Closed—Our Team Will Be At Sandler Summit				
14 <u>Sales Mastery</u> No-Pressure Prospecting Call <u>Foundations</u> Identifying Reasons for Doing Business (PAIN)	15 <u>*FTF</u> Elements & Terms of an Up-Front Contract	16 <u>**SCC</u> Up Selling/ Cross Selling	17 <u>*FTF</u> Identifying Reasons for Doing Business (PAIN)	18 <u>Advanced Mastery</u> Utilizing CRM
21 <u>Sales Mastery</u> Eliminating Head Trash <u>Foundations</u> Questioning Strategies	22 <u>*FTF</u> Questioning Strategies	23 <u>**SCC</u> Telephone and Email Communication	24 <u>Leadership Management</u> Leadership Role: Overview <u>*FTF</u> Budget & Decision Making Process	25 <u>Advanced Mastery</u> Pain Skill Accelerator
28 <u>Sales Mastery</u> Formula for Success <u>Foundations</u> Uncovering the Prospect's Budget	29 <u>*FTF</u> Fulfillment & Post-Sell	30 <u>**SCC</u> Transactional Analysis	31 <u>*FTF</u> Commercial & Prospecting	1 <u>Advanced Mastery</u> Account Planning with KARE