



**Sandler Training**

Finding Power In Reinforcement<sup>SM</sup>

**GERRY WEINBERG & ASSOCIATES, INC.**

**29 YEARS  
IN THE  
SANDLER BUSINESS**

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**Contact Us: 248-353-4030**

**Sandler Coaches:**

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Alana Nicol ext. 228

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**Office Manager:**

Dawn Ostrega ext. 221

**Client Success Manager:**

Lynne Work ext. 226

**Sessions and Times**

**Sandler Foundations (virtual)**

Monday Mornings 11:30 AM-12:30 PM ET

Monday Afternoons 4:00 PM-5:00 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](http://www.GerryWeinberg.Sandler.com)**

# April 2022

Mon

Tue

Wed

Thu

Fri

				<p>1</p> <p><u>Advanced Mastery</u> Account Planning with KARE</p>
<p>4</p> <p><u>Sales Mastery</u> Why Have a System?</p> <p><u>Foundations</u> Identifying the Prospect's Decision</p>	<p>5</p>	<p>6</p>	<p>7</p>	<p>8</p> <p><u>Advanced Mastery</u> Strip Line to Sell More</p>
<p>11</p> <p><u>Sales Mastery</u> Bonding &amp; Rapport</p> <p><u>Foundations</u> Closing the Sale (Fulfillment &amp; Post Sell)</p>	<p>12</p>	<p>13</p>	<p>14</p> <p><u>GWA Leadership Management Check-In</u></p>	<p>15</p> <p>No <b>Advanced Mastery Session</b></p> <p>Happy Easter</p>
<p>18</p> <p><u>Sales Mastery</u> Up-Front Contracts</p> <p><u>Foundations</u> Improving Your BAT-ing Average</p>	<p>19</p>	<p>20</p>	<p>21</p>	<p>22</p> <p><u>Advanced Mastery</u> Your Sales Process (Gate Selling)</p>
<p>25</p> <p><u>Sales Mastery</u> Dummy Curve</p> <p><u>Foundations</u> Prospecting Behavior</p>	<p>26</p>	<p>27</p>	<p>28</p> <p><u>Leadership Management</u> Managing Organizational Change</p>	<p>29</p> <p><u>Advanced Mastery</u> Breaking Through The Budget Barrier</p> <p><b>Skill Accelerator</b></p>

# May 2022

Mon

Tue

Wed

Thu

Fri

2

Sales Mastery  
The Pain Puzzle

Foundations  
Why Have a System?

3

4

5

6

Advanced Mastery  
Develop Your  
Prospecting Cadence -  
With Vidyard

9

Sales Mastery  
Time, Money,  
& Resources

Foundations  
The Importance of  
Bonding & Rapport

10

11

12

GWA Leadership  
Management Check-In

13

**No**  
**Advanced Mastery**  
**Session**

**Office Closed—We**  
**will be at our**  
**Regional Meeting**

16

Sales Mastery  
Uncovering Roadblocks

Foundations  
Elements & Terms of an  
Upfront-Contract

17

18

19

20

Advanced Mastery  
Advanced Decision

**Skill Accelerator**

23

Sales Mastery  
Closing the Deal

Foundations  
Identifying the Reasons  
for Doing Business -  
PAIN

24

25

26

Leadership  
Management  
Leadership Roles:  
Mentoring

27

Advanced Mastery  
Skill Building &  
Coaching

30

**In Honor of**  
**Memorial Day -**  
**No Classes**

31

# June 2022

Mon

Tue

Wed

Thu

Fri

		1	2	3  <i>Advanced Mastery</i> Journal Your Way To Success
6  <i>Sales Mastery</i> Improving Your Performance  <i>Foundations</i> Questioning Strategies	7	8	9  <i>GWA Leadership</i> <i>Management Check-In</i>	10  <b>No</b> <b>Advanced Mastery</b> <b>Session</b>  <b>Office Closed —</b> <b>We will be at</b> <b>our Sandler</b> <b>Conference</b>
13  <i>Sales Mastery</i> Getting Out of Your Comfort Zone  <i>Foundations</i> Uncovering the Prospect's Budget	14	15	16	17  <i>Advanced Mastery</i> Five Lenses to Review Your Pipeline
20  <i>Sales Mastery</i> Developing Your Prospecting Plan  <i>Foundations</i> Identifying the Prospect's Decision	21	22	23  <i>Leadership</i> <i>Management</i> Improving your Team Performance	24  <i>Advanced Mastery</i> Advanced Questioning  <b>Skill Accelerator</b>  <b>(No In Person -</b> <b>Virtual Only)</b>
27  <i>Sales Mastery</i> Prospecting Mindset  <i>Foundations</i> Closing the Sale (Fulfillment & Post Sell)	28	29	30	1  <b>No</b> <b>Advanced Mastery</b> <b>Session</b>