

# SANDLER<sup>SM</sup>

By Gerry Weinberg & Associates in Southfield, MI

30 YEARS  
IN THE  
SANDLER BUSINESS

## We Offer Public & Private Training Sessions

We Also Offer Exclusive Programs and Private Talks.  
Speak with us to see how we can help you and your company!

### Sandler Online Content

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

Contact Us: 248-353-4030

#### Sandler Coaches:

Gerry Weinberg	ext. 222
Alana Nicol	ext. 228
Matt Stephens	ext. 225
Greg Coyne	ext. 233

#### Office Manager:

Dawn Ostrega	ext. 221
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#### Client Success Manager:

Lynne Work	ext. 226
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### 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)

# October 2022

Mon

Tue

Wed

Thu

Fri

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Sales Mastery  
Generating Referrals  
  
Foundations  
Prospecting Behavior

4

5

6

7

Advanced Mastery  
Negotiate the  
Sandler Way

10

Columbus Day  
  
**No Session**

11

12

13

GWA Leadership  
Management

14

Advanced Mastery  
Negative Reverse  
Selling

17

Sales Mastery  
Developing Your  
30 Second  
Commercial  
  
Foundations  
Why Have a System?

18

19

20

21

**No Session**

24

Sales Mastery  
Building Your  
Cookbook  
  
Foundations  
The Importance of  
Bonding & Rapport

25

26

27

Leadership  
Management  
  
Goal Setting

28

Sales Mastery  
Master Your  
30 Second  
Commercial  
  
**Skill Accelerator**

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Sales Mastery  
Burn Your Bridges  
  
Foundations  
Elements & Terms of  
an Upfront Contract

# November 2022

Mon

Tue

Wed

Thu

Fri

<p><i>30 Years</i></p> <p><b>1</b></p> <p>**Register at: <a href="https://bit.ly/GWA30">https://bit.ly/GWA30</a></p>		<p><b>2</b></p> <p>30th Anniversary Open House 4-7 PM</p> <p>**Registration Required</p>	<p><b>3</b></p>	<p><b>4</b></p> <p><u>Advanced Mastery</u> Probing For Pain</p>
<p><b>7</b></p> <p><b>No Sessions</b></p>	<p><b>8</b></p> <p><b>Office Closed</b> We will be at our Sandler Conference</p>	<p><b>9</b></p>	<p><b>10</b></p> <p><u>GWA Leadership Management Check-In</u></p>	<p><b>11</b></p> <p><u>Advanced Mastery</u> Transactional Analysis</p>
<p><b>14</b></p> <p><u>Sales Mastery</u> Watch the Clock</p> <p><u>Foundations</u> Identifying the Reasons for Doing Business</p>	<p><b>15</b></p>	<p><b>16</b></p>	<p><b>17</b></p> <p><u>Leadership Management</u> How to Train and Develop Your Staff</p>	<p><b>18</b></p> <p><u>Advanced Mastery</u> Advanced Bonding &amp; Rapport</p> <p><b>Skill Accelerator</b></p>
<p><b>21</b></p> <p><b>No Sessions</b></p>	<p><b>22</b></p>	<p><b>23</b></p> <p><b>Office Closed</b></p>	<p><b>24</b></p> <p><b>Office Closed</b></p> 	<p><b>25</b></p> <p><b>Office Closed</b></p> <p>Enjoy this time with your family and friends</p>
<p><b>28</b></p> <p><u>Sales Mastery</u> Decision Timeline</p> <p><u>Foundations</u> Questioning Strategies</p>	<p><b>29</b></p>	<p><b>30</b></p>		

# December 2022

Mon

Tue

Wed

Thu

Fri

**\*\*Register for Vision Board session by emailing dawn.ostrega@sandler.com**

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Advanced Mastery  
Goals, Plans and  
Actions for 2023

5

Sales Mastery  
Managing Your  
Prospecting Plan

Foundations  
Uncovering the  
Prospect's Budget

6

7

8

GWA Leadership  
Management  
Check-In

9

Advanced Mastery  
Sandler Rules

12

Sales Mastery  
No-Pressure  
Prospecting

Foundations  
Identifying the  
Prospect's Decision

13

14

15

16

Advanced Mastery  
Vision Board\*\*

Registration  
Recommended

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22

23

*Happy Holidays!*

*Training Resumes on January 6, 2023*

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