

SANDLER®

BROCHURE

Sales Development Series

Evolving behaviors, attitudes, and techniques to
elevate sales performance

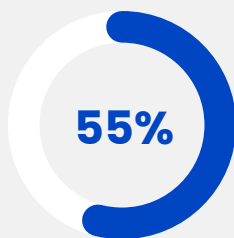




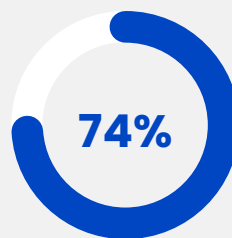
The Challenge

Growing sales is a challenging undertaking, especially in today's economy and with highly self-educated prospects. There are hundreds of potential pitfalls including self-limiting beliefs and the challenges presented by prospects, the marketplace, and of course, the competition.

Unfortunately, many sales professionals rely on traditional selling **tactics** that do not work.



55% of B2B buying groups are experiencing dysfunction when making a purchase.



Making them 74% less likely to complete a high-quality deal.

Source 2023 Gartner CSO & Sales Leader Conference

Investing in your sales team is investing in the growth of your company. While an effective sales team drives the success of your business, an ineffective sales force can result in missed revenue opportunities, low customer satisfaction and ultimately losing group to your competitors.

The Solution

Training and applying solutions to your toughest challenges. Sandler's Sales Development Series is for anyone in a sales-oriented role who wants to:

- Stop wasting time chasing bad deals and qualify opportunities
- Uncover true prospect and buyer motivations and build open, honest relationships
- Overcome stalls and objections
- Close more sales or upsell and cross-sell in a no-pressure environment
- Improve client retention

In this series, you'll learn Sandler's best practices, garnering the knowledge of Sandler's five-decades-long history of enabling growth in organizations across every industry.

We empower sales professionals with the behaviors, attitudes, and techniques needed for success, challenging them to use these strategies and other negotiating tactics on real deals, ensuring real results.

Modules and Learning Paths

This series is dynamic, as we add content to it every quarter. Our current library offers the following Learning Paths and individual Modules:

Evolve

1 Sandler Essentials:

The Sandler Essentials is the foundation for your journey through the Sandler Sales Development Series. This hard-hitting program provides sales professionals with the essential mindset, actions, and tactics to evolve the way they sell by adopting the Sandler Selling System.
Certification Available

2 Sandler Essentials for BDRs:

The Sandler Essentials for BDRs takes the best of the Sandler Selling System and laser-focuses on the front end of the sales cycle to give Business Development Representatives the essential mindset, actions, and tactics to move quality leads into the pipeline by evolving the way they sell.

3 Sandler Essentials for BDRs with DISC:

The Sandler Essentials for BDRs takes the best of the Sandler Selling System and laser-focuses on the front end of the sales cycle to give Business Development Representatives the essential mindset, actions, and tactics to move quality leads into the pipeline by evolving the way they sell. This extended version also includes two sessions on DISC to help tailor your communication style.

Elevate / Excel

1 **Mindset and Beliefs**

Mastering a winning mindset in the world of sales is crucial, especially when dealing with challenges like fear, lack of organization, and burnout. This learning path addresses these issues head-on by not only conquering personal barriers to success but also elevating your sales game to new heights, transforming challenges into opportunities for success.

2 **Building Better Client Relationships**

Building and ensuring client relationships is paramount in today's sales landscape, where transactional ties and the risk of being perceived as mere vendors persist. This comprehensive learning path will not only help you build deeper, more valuable relationships with your clients but also position you as an invaluable partner in their success, ultimately transforming your approach to sales and boosting your business growth.

3 **Lead Generation and Conversion**

In today's bustling business landscape, generating high-quality leads and converting them into appointments can be a daunting challenge. By engaging in this learning path, you'll acquire the skills and strategies needed to capture attention, quickly qualify, and secure valuable appointments.

4 **Deeper Discovery**

Unlock sales success with our Deeper Discovery learning. Path. Address issues like late-stage losses, misaligned presentations, and lengthy sales cycles by mastering the Sandler Pain Funnel, applying persona-based pain indicators, and advanced objections handling techniques. Elevate your sales game, shorten sales cycles, and enhance customer retention with this strategic program.

5 **Conquering Complex Sales**

Navigating complex B2B sales can be daunting, with multiple stakeholders and a non-linear buying process. This learning path equips you with the strategies and tools needed to thrive in this intricate landscape. From engaging in essential investment conversations to guiding buyers through their decision journeys, we empower you to overcome these challenges and emerge as a sales champion in today's complex marketplace.

6 **Unique Value Sales**

Elevate your sales game with our Unique Value Sales learning path, designed to overcome competition, combat commoditization, and connect with ultimate decision-makers. Master four crucial modules, including Essential Investment Conversations, Business Acumen, Pain Quantification, and Executive-Level Selling. Stand out, win deals, and secure access to top-level decision-makers in the competitive sales arena.

Sandler® Selling System	Evolve		Elevate		Excel	
Engaging	100	The Success Triangle	200	The Prospecting Mindset		
	101	The Buyer Seller Dynamic	201	Developing Successful Habits	301	Defining and Executing Goals
	111	Breaking through Your Comfort Zone				
	102	Essential Communication Skills	202	Understanding Your Communication Style as a Seller	302	Understanding the Impact of the Buyer-Seller Ego States
			212	Understanding Your Buyer's Communication Style		
			222	Captivating Attention with Email and Text		
	103	Initiating Buyer-Focused Conversations	203	Differentiating through the Pattern Interrupt	303	Creating Your Prospecting Plan
			213	Executing a No-Pressure Call		
	104	Creating Mutual Agreement	204	Elevating Your Up-Front Contract	304	Getting Commitments throughout the Sales Process
	Qualifying	105	Discovering Buyers' Motivations	205	Pain Funnel Workshop	305
215				Pain Indicators by Buyer Persona		
106		Better Understanding through Asking Questions	206	Uncovering Truth behind Stalls and Objections		
			216	Motivating Buyers with Negative Reverse Selling®		
107		Understanding Investment Parameters	207	Essential Investment Conversations	307	Building Business Acumen and Financial Concepts
108		Identifying the Decision-Making Process	208	Identifying and Accessing Key Decision-Makers	308	Executive-Level Selling
	218		Guiding You Buyer's Decision Process			
Closing	109	Communicating the Solution and Closing the Sale	209	Equipping Buyers to Champion Your Solution		

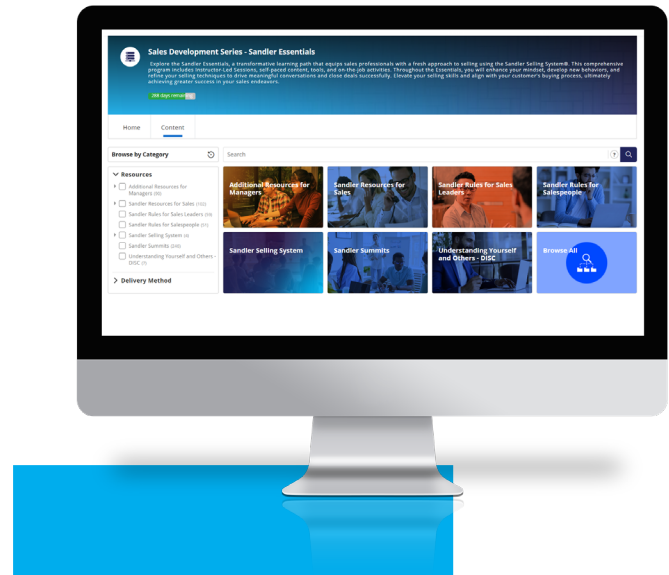
Supported by the Sandler LMS

Sandler's LMS gives your sales teams the cutting edge they need to sharpen their minds, behaviors, and skill sets to make meaningful changes in the way they sell.

This on-demand platform has thousands of resources to help support true sales transformation.

Additional Content Included:

- ▶ Sandler Summit
- ▶ Sandler Resources for Sales
- ▶ Additional Resources for Managers
- ▶ Harvard Business School Case Study Up-Front Contracts
- ▶ The Sandler Rules for Salespeople
- ▶ More added every month!



About Sandler

Sandler is the worldwide leader in sales, management, and customer service training for individuals to Fortune 500 companies with over 250 locations. Through our local training centers, we provide advanced communication techniques needed to excel, provide accountability in implementing behavior, and help nurture the attitudes necessary to reach the highest levels of success.

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