

SANDLER TRAINING

Sales Boot Camp for MANA Members



Chicago · Illinois ▪ October 25 & 26, 2012

Irvine · California ▪ February 7 & 8, 2013

Newark · New Jersey ▪ June 6 & 7, 2013

We designed this two-day sales training seminar to equip sales professionals with the tools to hit annual goals, make more money, and jumpstart selling careers.

From this unique integrity-based system, sales managers and sales teams learn to:

- Turn cold calls into warm calls and get past the gatekeeper
- Discover prospects' emotional buying motives and solve their pain.
- Stay in control throughout the sales process with effective up front contracts.
- Stop chasing prospects and get a yes or no decision, not a "think-it-over."
- Overcome success barriers within your attitude, behaviors and techniques.
- Use neuro-linguistic programming techniques to quickly build rapport.

This intense sales training boot camp teaches the core principles of the Sandler Selling System and its novel approach to the buyer-seller dance. "The Sandler Selling System is so unique," says Chris Jennings, Sandler trainer. "It solves so many problems that sellers face today – like slowing sales cycles, ineffective prospecting and buyers who won't make a decision. This boot camp provides an accelerated, cost-effective way to give sellers techniques they desperately need."

Chris Jennings ▪ Mike Henigman ▪ 949-450-1425

Investment = \$599.00 for MANA members

Investment = \$2,000.00 for the general public



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Sandler Training's **7 Secrets for Successful Selling**

This sales seminar provides the big picture of the unique Sandler Selling System. It is ideal for business owners, company presidents, sales managers and sellers who are serious about improving their performance. In this seminar, you will learn how to:

- Get the prospect to make a yes or no decision, rather than "think-it-over."
- Qualify prospects so you don't waste your time or theirs.
- Get in control of the selling process and stay in control.
- Quickly establish meaningful bonding and rapport.
- Use powerful questioning techniques to uncover the prospect's "pain."
- Discover if the prospect is willing to invest – and has the budget – to fix their "pain."
- Gain confidence and shed attitudes and behaviors that limit your success.

