

7 THINGS WE DO BETTER

SANDLER

- ✓ Seven Step selling system that is customizable and repeatable
- ✓ Consistent, ongoing education for continuous application of new skills
- ✓ Weekly 1:1 meeting with your coach to discuss personal roadblocks – in person or phone
- ✓ Ongoing education keeps participants committed to behavioral change, old habits are broken
- ✓ Reinforcement materials – workbook, tools and ‘sales mastery’ manual
- ✓ Sandler Online learning portal offering courses and on-demand videos, podcasts and worksheets from any computer or smart device
- ✓ Leadership is involved to “drive the bus” and ensure goal achievement

VS

AVERAGE SALES SEMINAR

- ✗ Lacks a selling methodology focuses only on tactics
- ✗ “One and done” seminar or workshop so participants slip back into bad habits
- ✗ No coaching to address individual or industry roadblocks; techniques are “one size fits all”
- ✗ Learning fades and participants go back to old habits in 2 weeks
- ✗ No reinforcement materials, besides the presenter’s book
- ✗ No Learning Management System
- ✗ Leadership isn’t required to be involved, so no accountability to behavioral change