



Master Class Part One



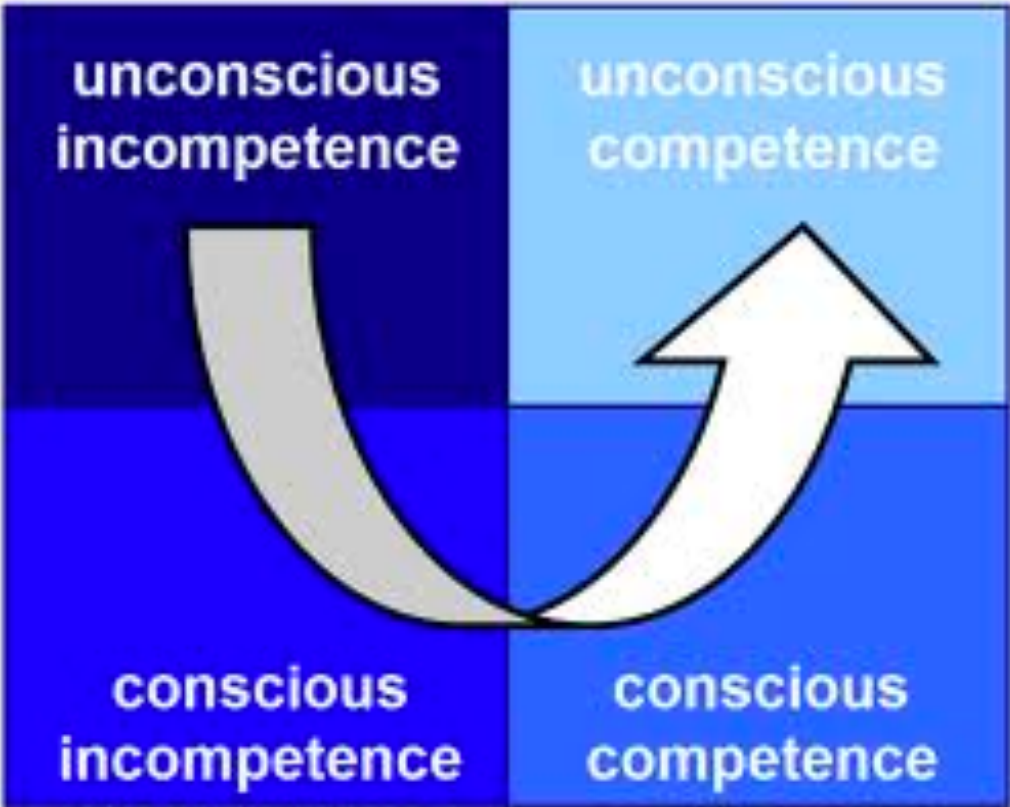
*How to **KARE** for Your Business in 2021*

Presented by:
Rob Fishman
Partner & Owner, Sandler Training



Growth Through Understanding the Path of Mastery

UNAWARE



CHANGE IS
HARD

A man in a dark blue suit and purple tie is sitting on a bed with blue pillows. He is looking down with his hand to his face, appearing stressed or thoughtful. The background shows a wooden headboard and a bedside table with a lamp.

**When it Come to Creating Revenue
What Is Your Biggest Struggle?**

Where Your Revenue Comes From:

REPEAT CUSTOMERS/CLIENTS

NEW OPPORTUNITIES

SUBSCRIPTION MODEL



RECURRING REVENUE



Coming in Part Two!

RESURRECTING LOST CUSTOMERS

NEW BUSINESS FROM EXISTING CLIENTS

INACTIVE ACCOUNTS

UPSELL



CROSS-SELL



Common Sales Challenges



- NOT GETTING IN FRONT OF ENOUGH NEW OPPORTUNITIES, *CONSISTENTLY*
- STALLED PIPELINE-SALES PROCESS TAKING LONGER THAN DESIRED
- NO REAL SYSTEM OF SELLING...”WINGING IT”
- DOING A LOT OF “UNPAID CONSULTING” WHEN PRESENTING SOLUTIONS
- HAVEN’T MASTERED THE “CLOSE” OR HOW TO “ASK FOR THE BUSINESS”
- DIFFICULTY DEALING WITH OBJECTIONS ON FEES, PRICE, COMPETITION
- UNABLE TO GET THE PROSPECT TO TALK OPENLY ABOUT BUDGET OR DECISION-MAKING PROCESSES
- OFTEN HEARING “I’LL THINK IT OVER” AND NOT SURE WHAT TO DO NEXT WITHOUT SOUNDING PUSHY OR AGGRESSIVE
- DEALING WITH REJECTION FROM PROSPECTS THAT SAY “NO THANKS”

Your Sales Challenges

I/We could be more effective, and sell more if only I/we could:

In the past year, these issues have cost me in \$_____ in lost opportunities:

My personal level of commitment to work on this? (1 to 10)

CONTROL



~~CONTROL~~



Are These Sales and Prospecting Challenges...

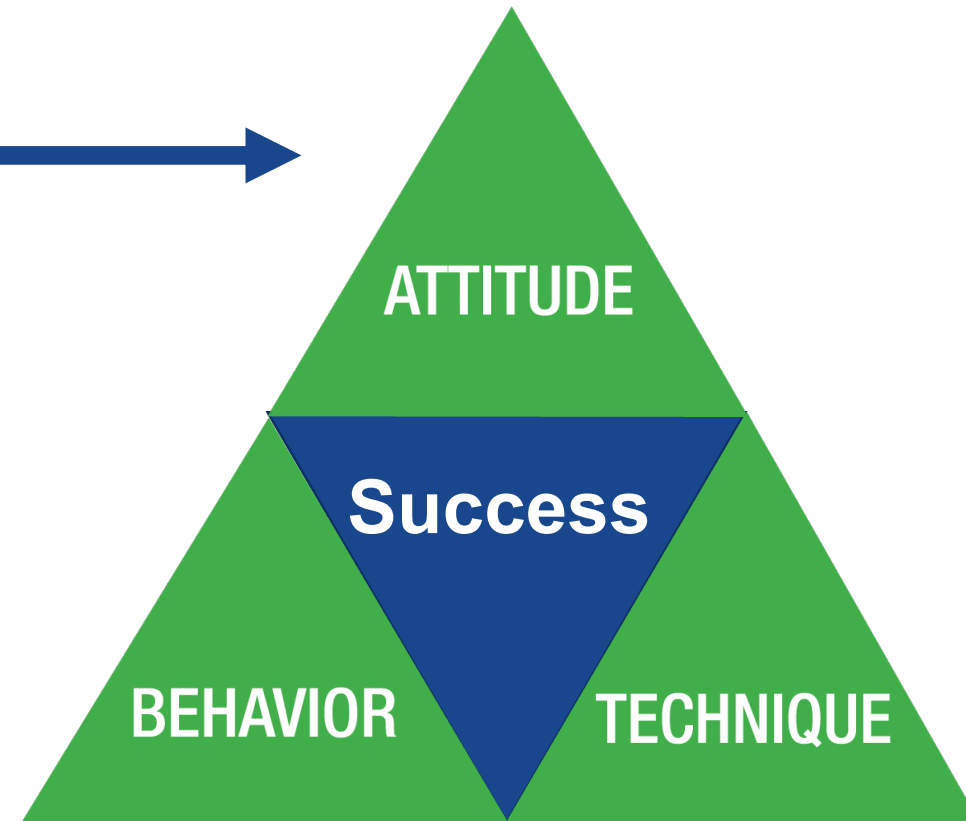
...*"Technical"*
or
...*"Conceptual"*?



Sandler Success Triangle

Attitude

- Mindset
- Belief
- Conviction
- Abundance or Limitation?
- Money Concept
- Supportive Beliefs



Sandler Success Triangle

Behavior

- Commitment
- Goals
- Plan
- Action
- Discipline
- Vitality
- Guts



Sandler Success Triangle

Your Behavior "Cookbook"

- Targeted Calls
- Referrals
- Networking
- Social Selling: LinkedIn
- Strategic Alliances
- Canvassing
- Email Selling
- Video Selling



Technique

- Questioning Strategy
- Rapport
- Communication
- Creating Leverage
- Personal Presence
- Vendor vs Advisor
- No Pressure Prospecting



Sandler Success Triangle



Who is Leading the **Buyer/Seller Dance?**

Challenge:

Put these **traditional seller** steps in order.



Handle
Objections



Needs
Analysis



Follow-Up

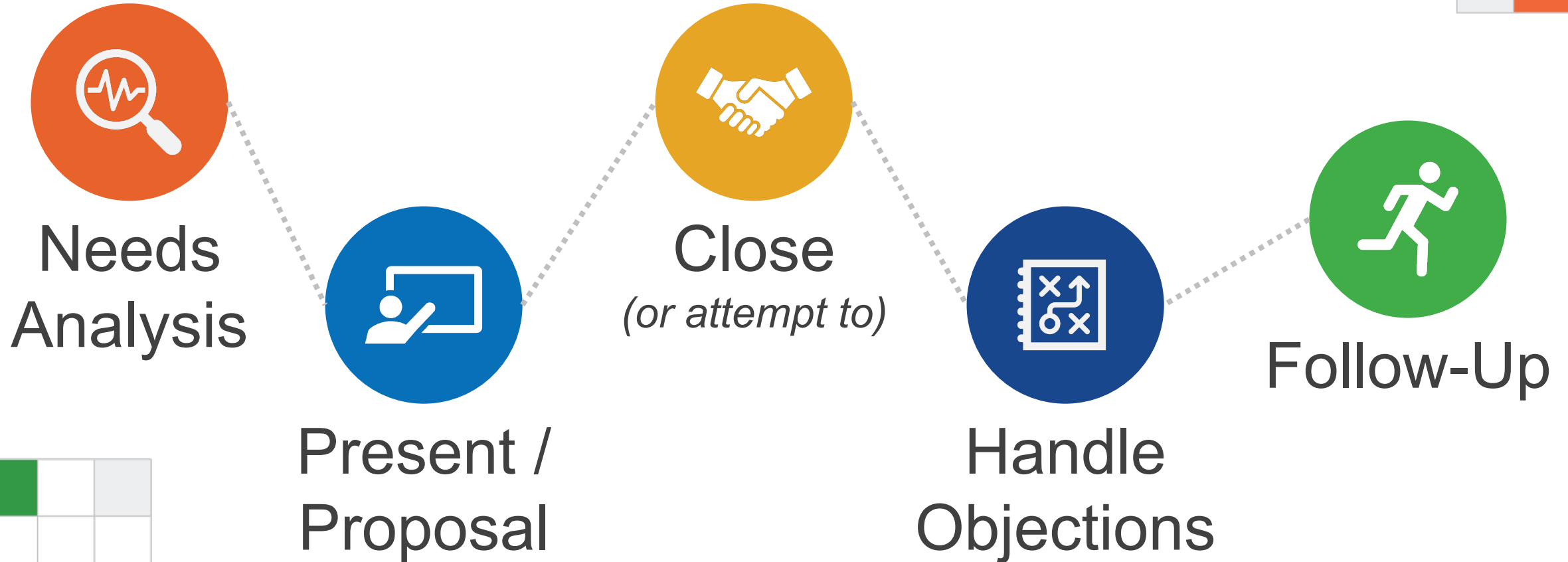


Close
(or attempt to)



Present /
Proposal

Typical Seller Order:



Challenge:

Put these typical **Buyer** steps in order.



Avoid
Commitment



Express
Interest



Obtain
Information
(from salesperson)



Disappear



Act
Motivated

Typical Buyer Order



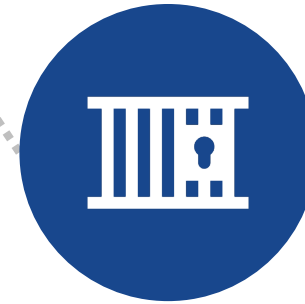
Express Interest



Act Motivated



Obtain Information



Avoid Commitment



Disappear

The Buyer/Seller Dance

Express Interest



Act Motivated



Obtain Information



Avoid Commitment



Disappear



EDUCATED BUYER



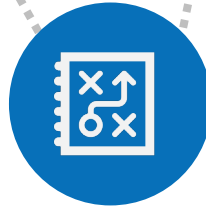
Needs Analysis



Present



Close
(or attempt to)



Handle Objections

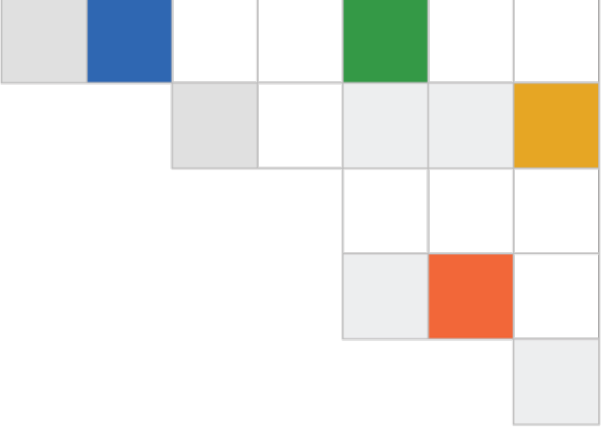


Follow-Up

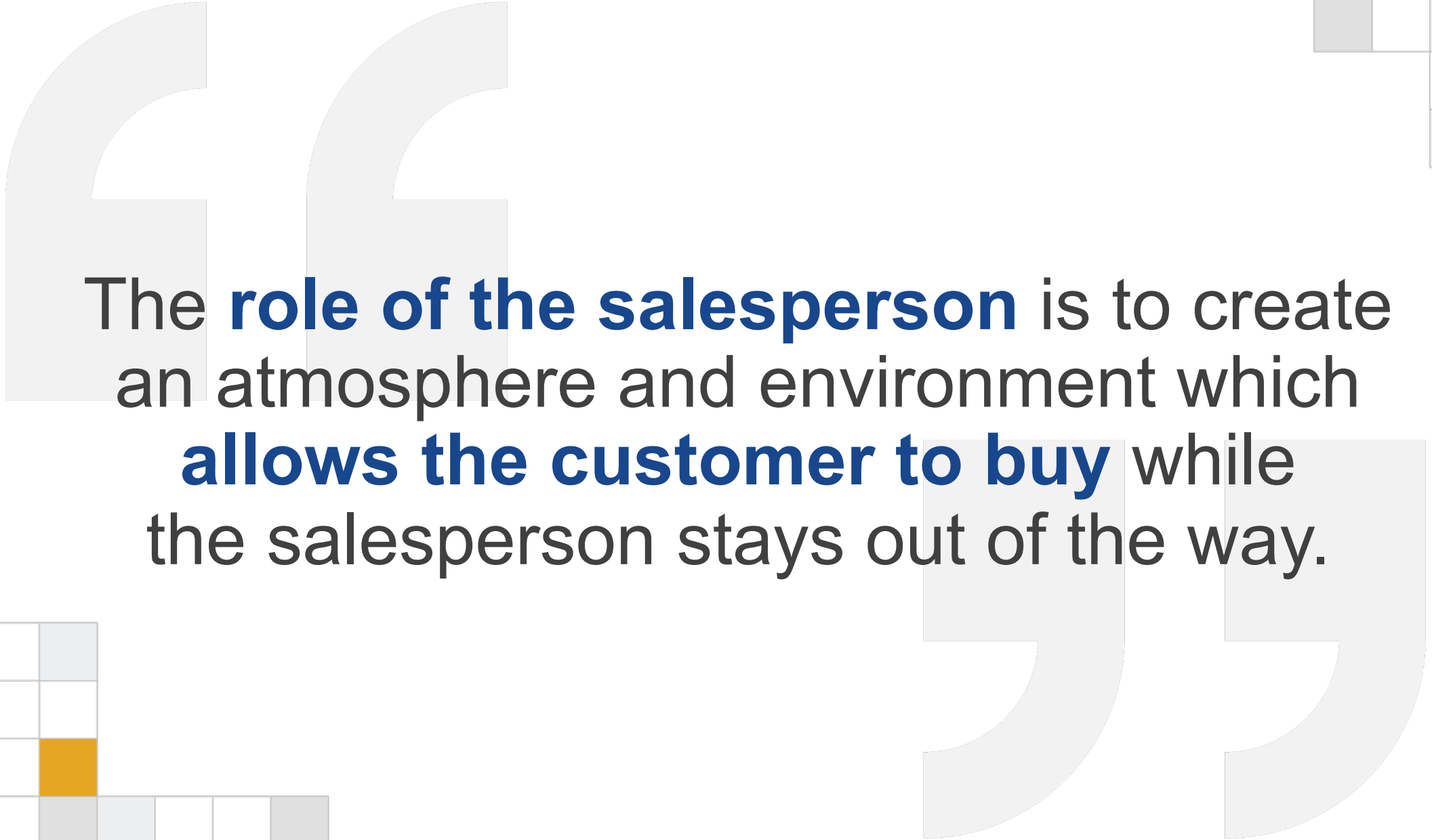
FRUSTRATED SALESPERSON

A collection of antique brass keys and padlocks scattered on a rustic wooden surface. The keys are of various shapes and sizes, some with ornate designs. The padlocks are also of various shapes, some with keyholes. The wood has a natural grain and texture, with some darker spots and a circular mark in the center.

Selling Philosophies



The **role of the salesperson** is to create an atmosphere and environment which **allows the customer to buy** while the salesperson stays out of the way.





Not every **prospect is qualified**
to be your client or customer

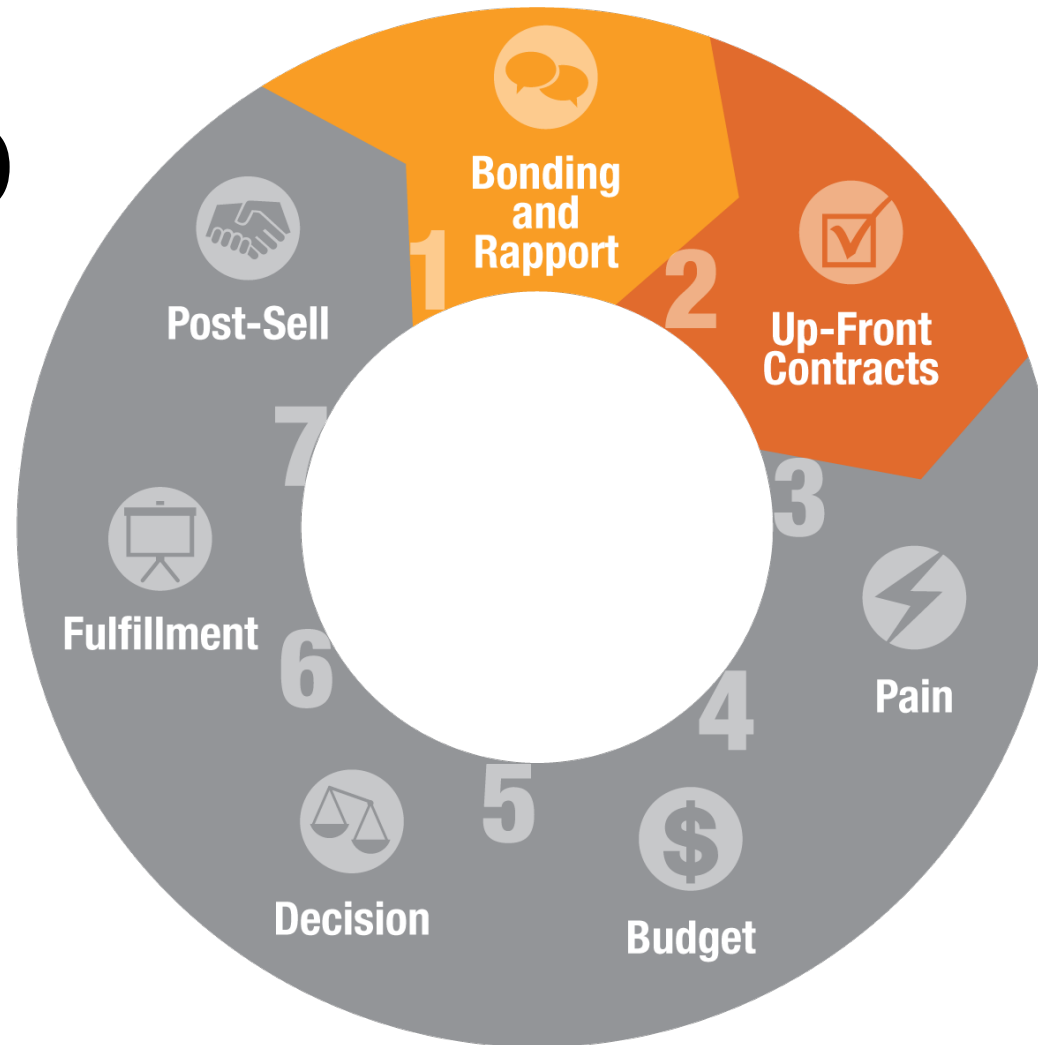


Use an Effective Selling System



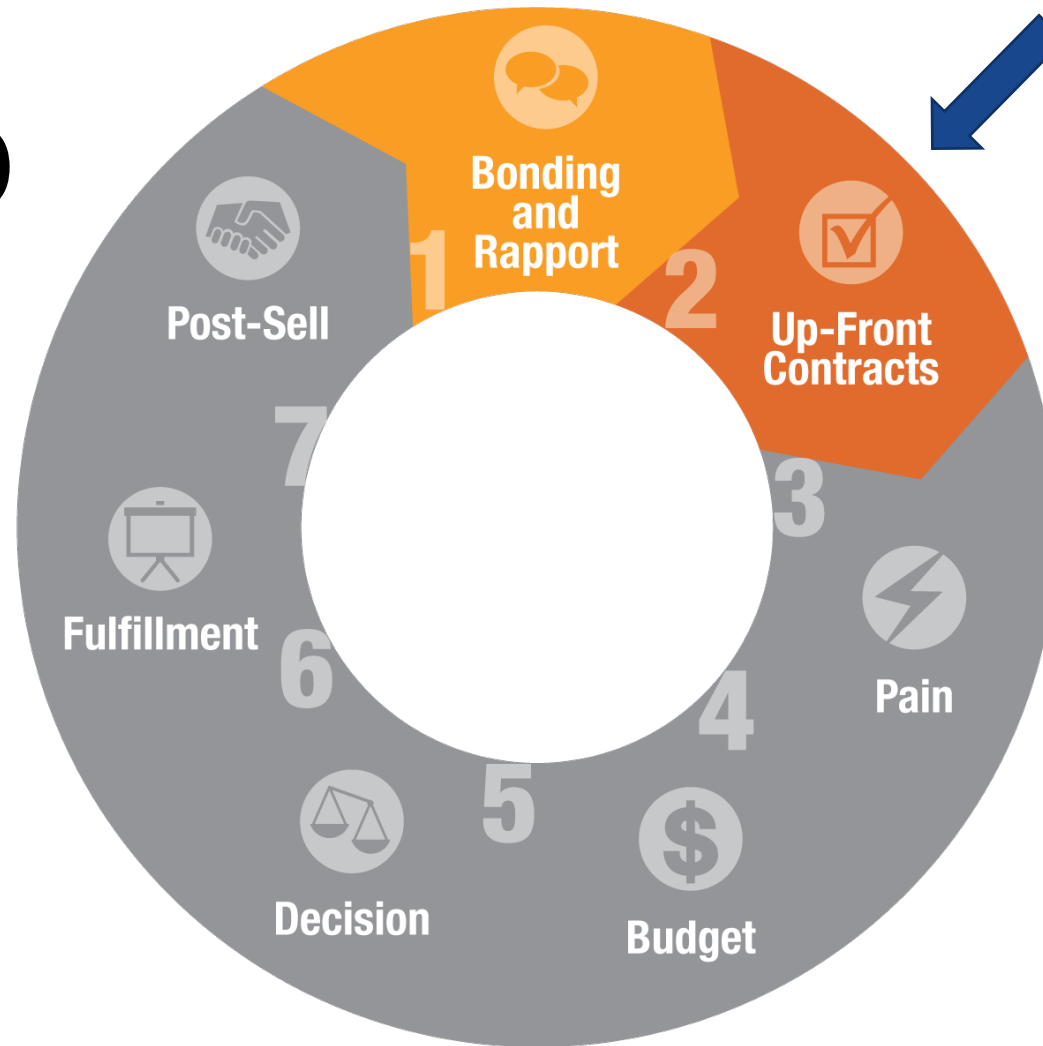
Building the Relationship

- Credibility
- Disarming Honesty
- Pattern Interrupt
- Defense Walls
- Trust Strategy



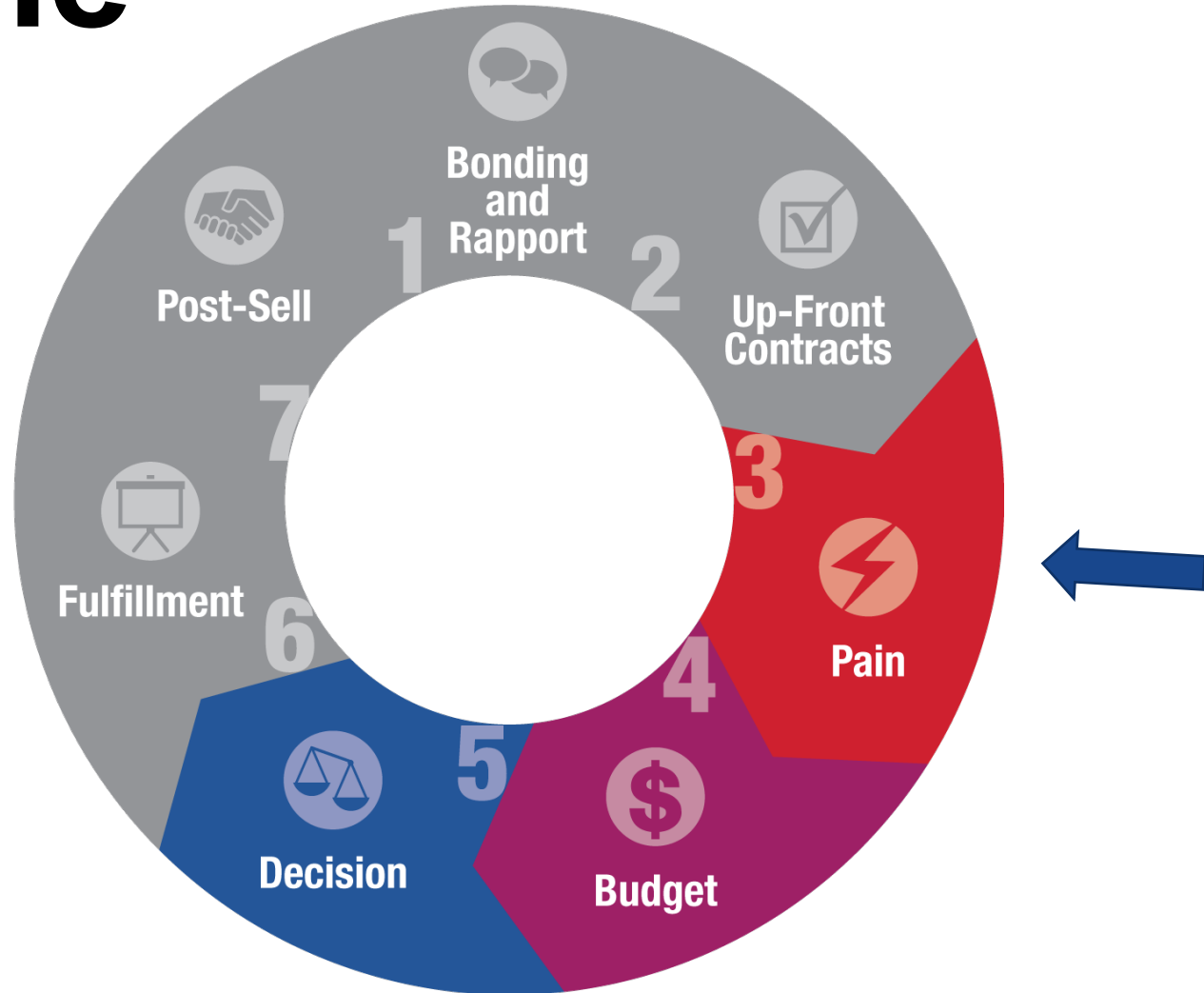
Building the Relationship

- Ground Rules
- Agenda
- Purpose
- Outcome(s)
- Comfort & Mutual Control



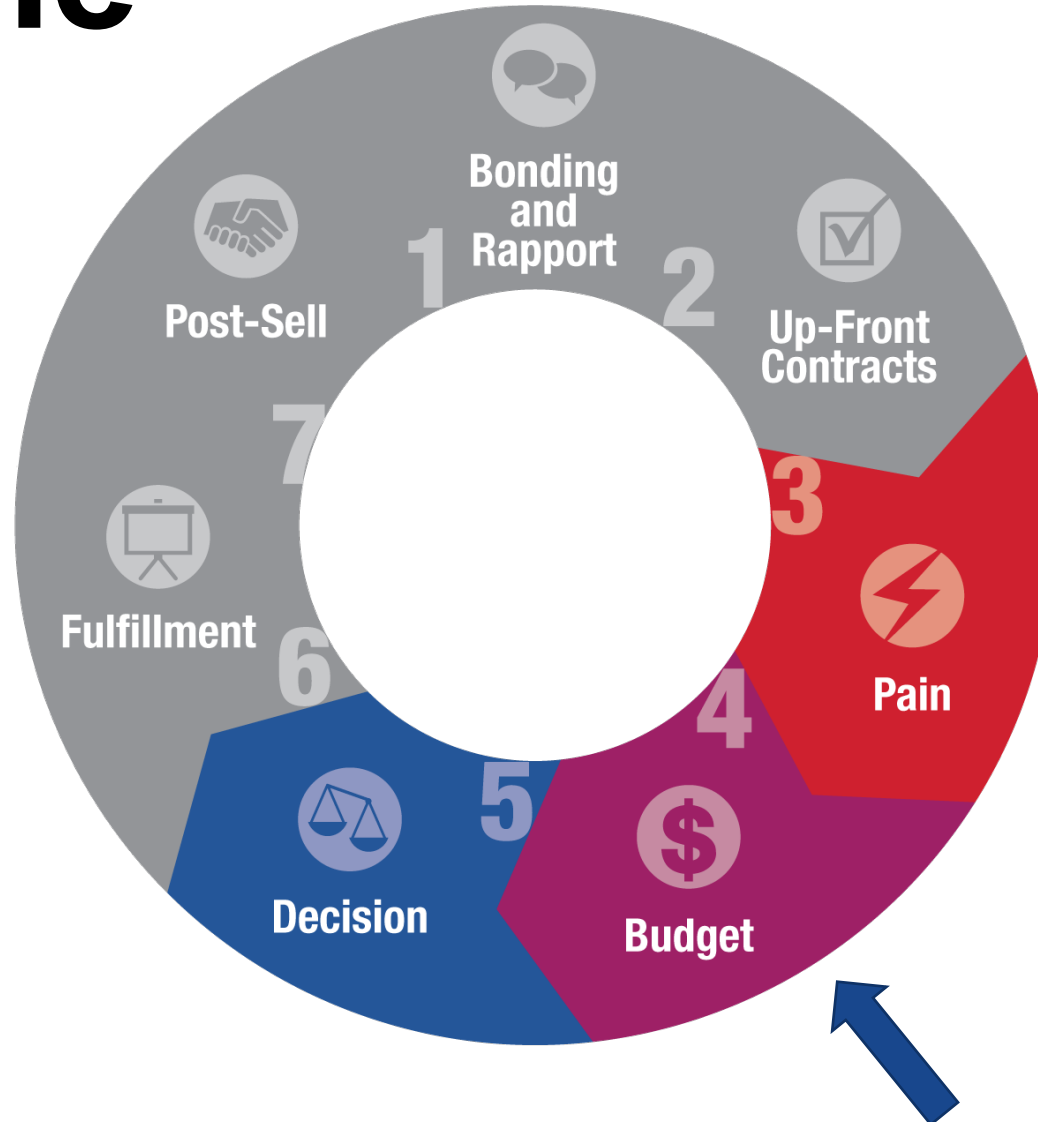
Qualifying the Opportunity

- Intellectual vs. Emotional
- Limbic System Focus
- Pain Indication vs Real Pain
- Issue-Reasons-Impact
- STOP Features/Benefits!



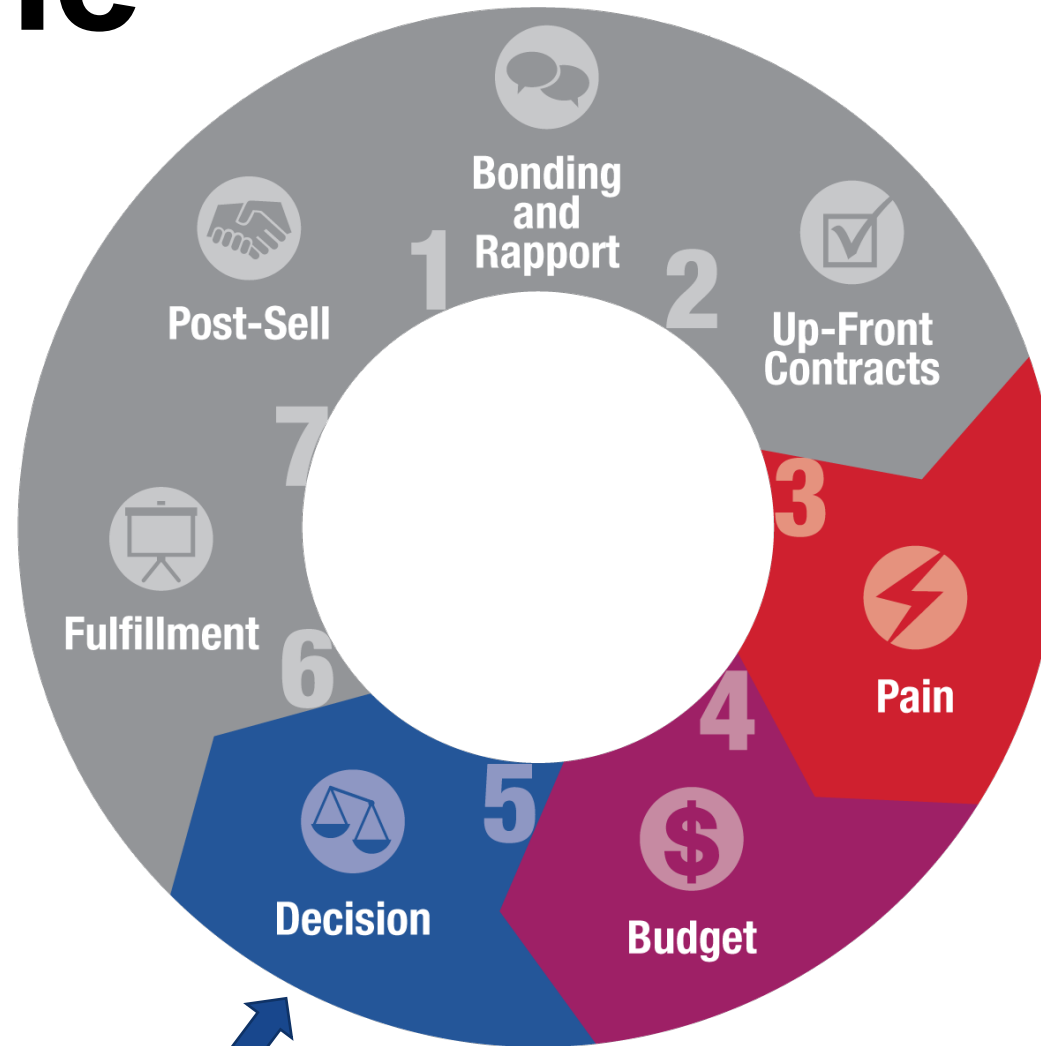
Qualifying the Opportunity

- Technical vs Conceptual
- Able?
- Willing?
- Too early or too late?
- Money concept



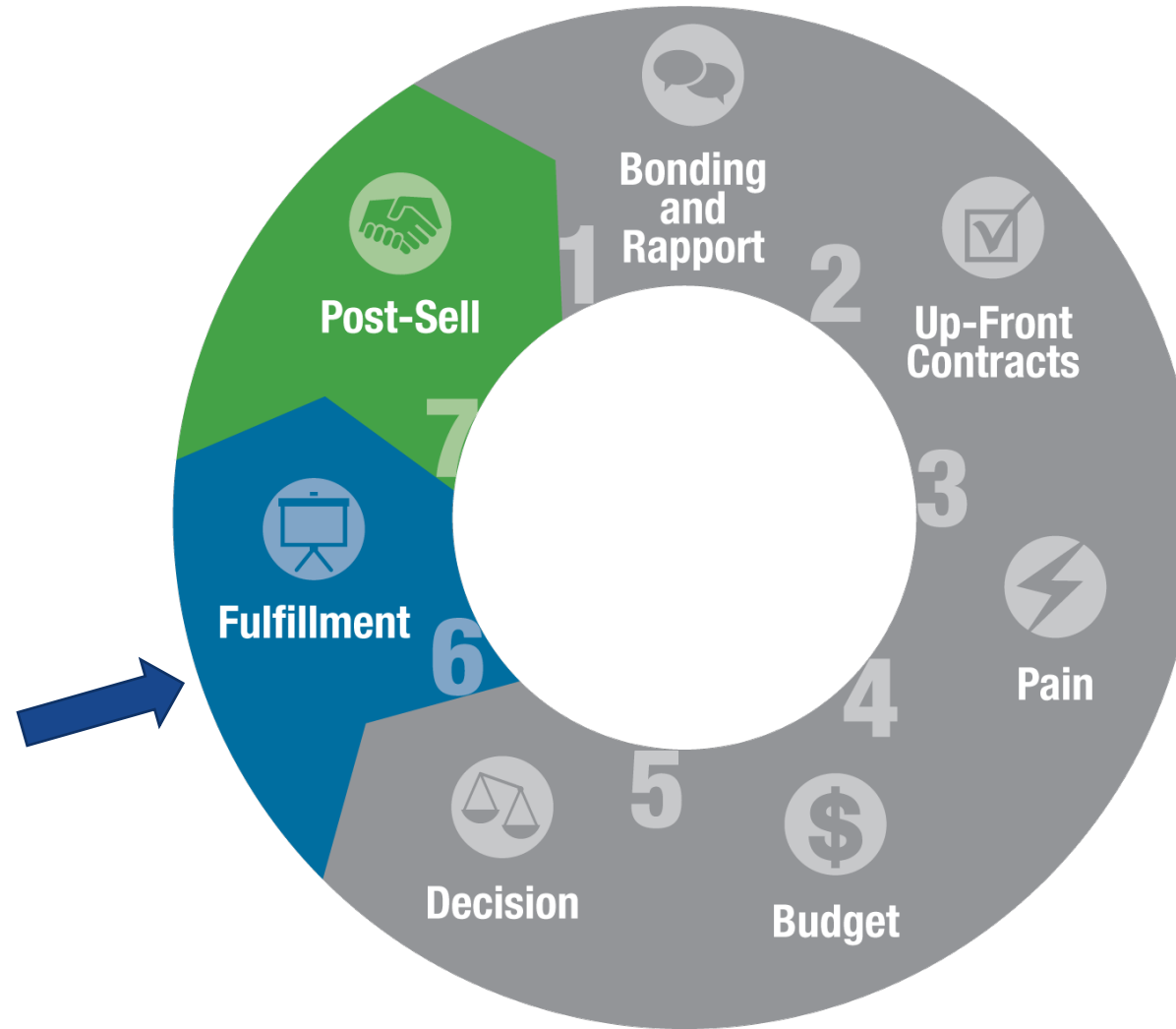
Qualifying the Opportunity

- Rudyard Kipling: WWWWWH
- Timeline, Criteria, Steps
- Negotiated Process
- PIA-Essential Formula
- “Doing Nothing an Option?”



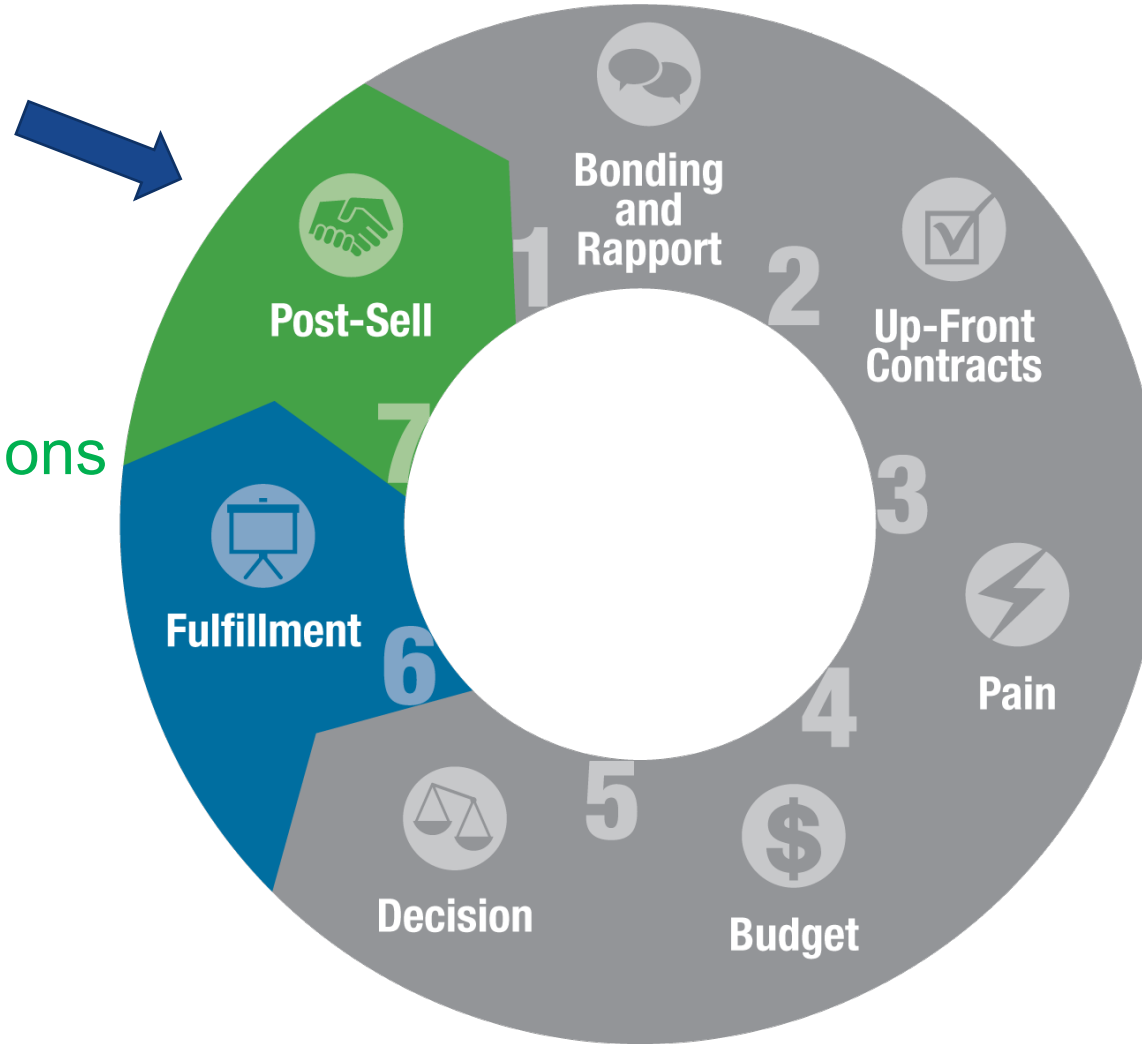
Closing the Sale

- Solutions Tied to Pain
- Acceptable Outcome(s)
- Decision at the End
- Clarity in Process



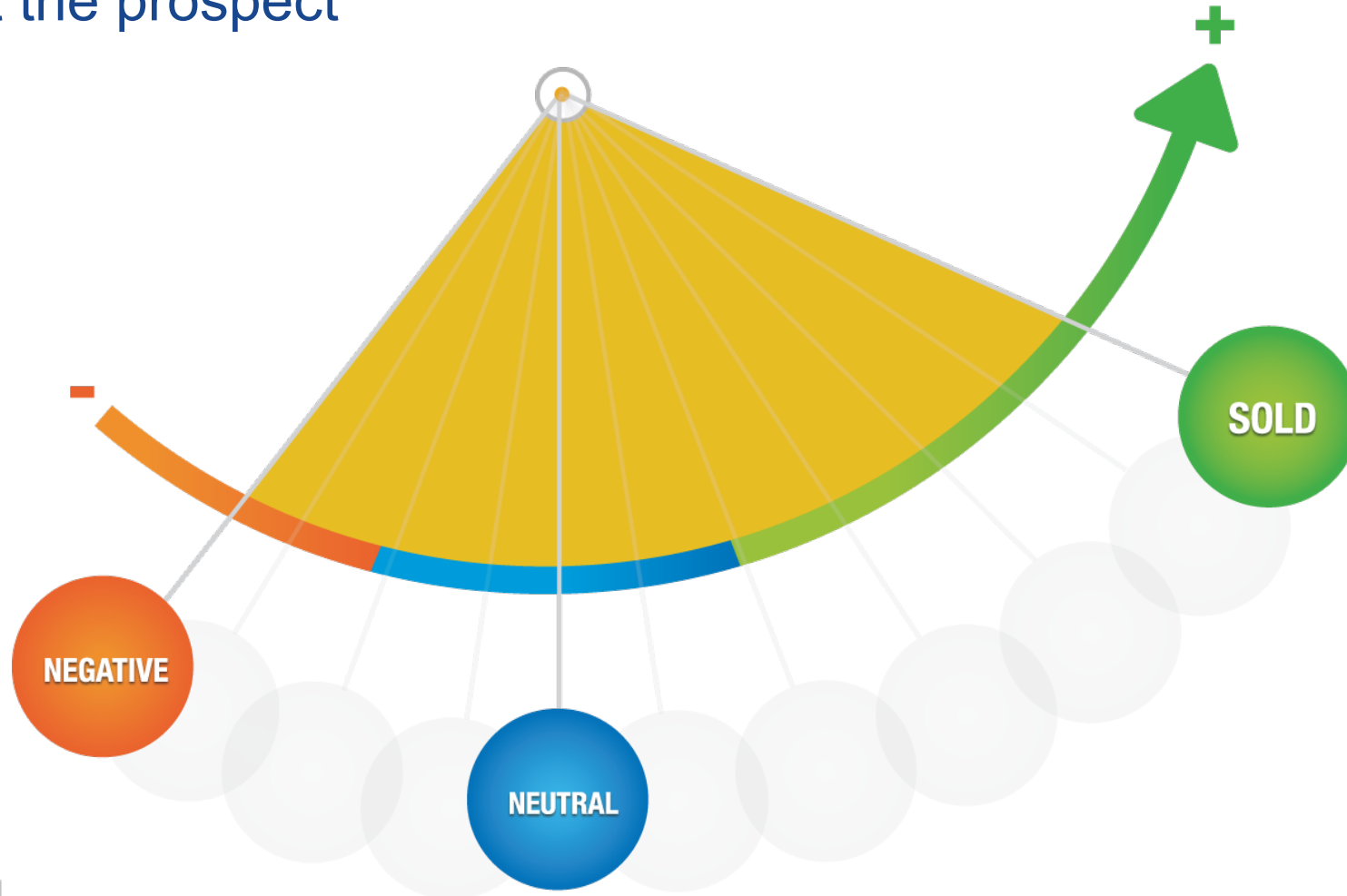
Closing the Sale

- Assuring Complete Comfort
- Buyer's Remorse
- S.A.M.
- Position: Referrals/Introductions
- M.A.C.N.S



The Pendulum Theory

The *opposite* of what the prospect expects...





Sandler Rules:

Never get between the buyer and where you want them to go.

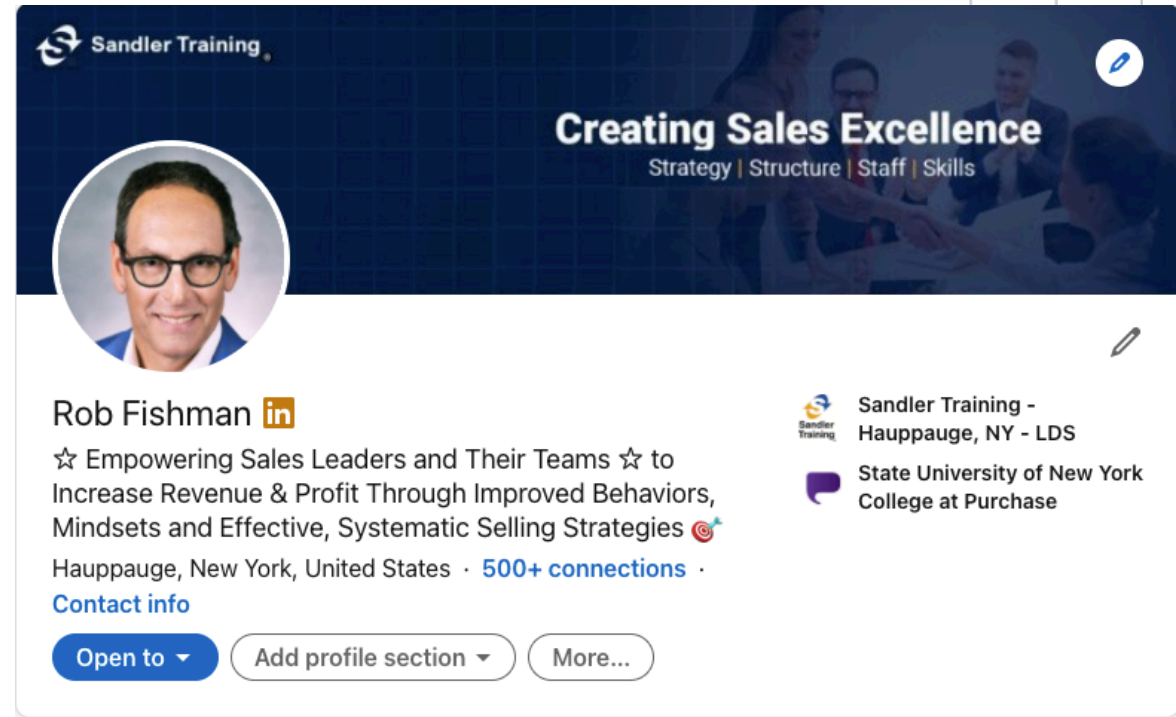
You can't sell anybody anything, until they discover they want it.



What is one “best practice” you can implement from this session?

Thank You!

- See you for Part Two-March 11th
- Connect with me on LinkedIn



The image shows a screenshot of a LinkedIn profile for Rob Fishman. The profile header features the Sandler Training logo and the tagline "Creating Sales Excellence" with sub-points: "Strategy | Structure | Staff | Skills". A circular profile picture of Rob Fishman is visible. Below the name, his bio reads: "☆ Empowering Sales Leaders and Their Teams ☆ to Increase Revenue & Profit Through Improved Behaviors, Mindsets and Effective, Systematic Selling Strategies". His location is listed as "Hauppauge, New York, United States" with "500+ connections". There are buttons for "Contact info", "Open to", "Add profile section", and "More...". On the right side, there are two affiliations: "Sandler Training - Hauppauge, NY - LDS" and "State University of New York College at Purchase".

VISIT OUR WEBSITE:
WWW.LEGEND.SANDLER.COM

