



Sandler Training

Finding Power In ReinforcementSM

**Feb-March
2012**

**“Time is the
most valuable
thing a man can
spend.”**

**Theophrastus
(278 B.C.)**



Peak Performance Management, LLC

**Pete Morrissey
Rick Olszewski
Sandy Stefano
Scott Preli**

**443 North Franklin Street
Syracuse, NY 13204
P:(315) 451-8797
F:(315)471-8555
sandy@peakperformancemgt.com
www.peakpm.sandler.com**

SANDLER RULE: NOT MAKING A DECISION IS A DECISION

The economy is sluggish. Money isn't flowing like it was a few years ago. New business is difficult to find. Prospects aren't beating a path to your door or overloading your phone lines. The only thing "reliable" about your old reliable customers is that their orders will be smaller and less frequent.

If your strategies and actions for identifying and developing new business opportunities aren't working under current conditions, what are you going to do about it?

There are a lot of things you could do.

- You could step up your marketing efforts for identifying prospective customers
- If appropriate, you could offer existing customers an incentive to accelerate their scheduled orders.
- You could ask existing customers to provide you with referrals to potential new customers.
- You could hit the phones, or the pavement, and make prospecting calls.
- You could call on your existing clients and look for additional ways to provide value for them.

Can't decide which strategy would be the most effective, bring the fastest results, or generate the biggest return? Stop thinking about it. Continuing to "think about it" is like allowing a prospect to "think about it" when making a buying decision. Both lead to the same place—NOWHERE.

Not making a decision ... is a decision: a decision to do NOTHING.

Are you afraid of making the wrong decision and perhaps making things worse? It would be wonderful if every decision you make was the "right" decision. But, many "right" decisions aren't reached until a few "wrong" decisions are first tested. Every "wrong" decision inevitably reveals a lesson which, if applied, makes the next decision a potentially better one.

Regardless of how many lessons you learn before you "get it right," by making a decision to do SOMETHING, you start the process of moving forward and making progress. So, stop THINKING, make a decision, and start ACTING.

WHAT WOULD YOU DO?

Reaching high levels of success in selling is typically not the result of a major breakthrough, a new strategy or technique. Most often it is the result of several "minor" improvements made over time; an extra step, a small change, a slightly different approach. To discover some "minor" improvements you can make, answer the following questions:

- *If you could do one thing to expand your customer base, what would you do?*
- *If you could do one thing to make better use of your time & energy, what would you do?*
- *If you could do one thing to leverage your business relationships to identify new selling opportunities, what would you do?*
- *If you could do one thing to improve the relationship with your customers, what would you do?*

If you answer the questions, you will have a list of things you can do to reach a greater level of success. Choose one action and begin today. When you've completed the activity, choose another. When you've completed the list, repeat the process. Continuous improvements over time will add up to major breakthroughs. So, what will you do?

February 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
			1 8:00-9:30am FOUNDATIONS Elements & Terms of an UFC	2	3	4
5	6	7 8:00-9:30am President's Club Breaking Through Your Comfort Zone	8	9 8:00-9:30am Controlling Your Selling Cycle	10	11
12	13	14	15 8:00-9:30am FOUNDATIONS Identifying Reasons for Doing Business	16	17	18
19	20	21 8:00-9:30am President's Club Improve Your B.A.T.ing Average	22	23 3:00-4:30pm Debriefing & Lessons Learned	24	25
26	27	28	29 8:00-9:30am FOUNDATIONS Questioning Strategies LEAP YEAR!			

March 2012

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5	6 8:00-9:30am President's Club Applying TA to the Sales Call	7	8 8:00-9:30am Negotiations Clinic	9	10
11	12	13	14 8:00-9:30am FOUNDATIONS Uncovering the Budget	15	16	17
18	19	20 8:00-9:30am President's Club Setting Sales Goals	21	22 3:00-4:30pm Debriefing & Lessons Learned	23	24
25	26	27	28 8:00-9:30am FOUNDATIONS Identifying the Prospect's Decision Making Process	29	30	31