



Sandler Training

Finding Power In ReinforcementSM

January-
February
2009

“If you just work for the money, you’ll never make it, but if you love what you’re doing and you always put the customer first, success will be yours.”

Ray Kroc

SANDLER RULE #2: SPRINT A STRAIGHT COURSE

We all know the navigator’s law that the shortest distance between two points is a straight line. Pit two vessels against one another and the one which follows the law is, in most cases, the one that wins the race.

The same is true in business. While ten would-be business owners may rush from the starter’s block at the same instant, only one will get to the top of the heap first—one will reap the rewards of personal wealth while the others are still climbing, floundering or simply scratching for survival. Several will even drop out as failures before the race is over.

What makes the members of the group so different? Why are some winners while others are flat-out losers? And among those who do succeed, why do some get there first? Why are some living on easy street while others are still hoping to make ends meet?

Part of the answer can be found in the way different individuals first face the challenge of business ownership. Those who arrive at the winner’s circle first are most often the ones who have borrowed a page from the navigator’s notebook: They have remembered to draw that straight line to the top.

In most cases, the losers are marked by the common mistake of “running in every direction.” Like the proverbial chicken with its head cut off, these potential entrepreneurs are so excited with the prospect of business ownership that they lose control right from the start. They are so eager to make millions they never take time to draw up a simple game plan. They never really think about the nuts and bolts functions that must be tackled if a new business is going to experience a successful takeoff. The result: They wind up having to redo early mistakes at a later date—wind up going back to the basics when the company should be into its ascent.

What it boils down to is this: Every business is built on a foundation. If the foundation is strong, the business can keep on growing indefinitely. If the bottom is weak, however, the firm may collapse just as it is poised for its greatest growth. Remember, you are building a foundation for future growth. You want to sprint that straight line to the top.

TUESDAYS ARE GUEST DAYS!

Sales is a professional skill—And like any other professional skill, it must be practiced on a consistent basis!

Do you know someone who could benefit from the Sandler Training program? Bring them to class!!

The second Tuesday of each month is Guest Day!

Negotiations—Don’t Get Trapped

From time to time, you will likely find yourself in a negotiating situation with someone who, while going through the motions of negotiation, is really there to do battle. They may pay lip service to “win-win” but for them, “it’s winner takes all.” If you’d be better off with no deal than the one being proposed, walk away. Of course, to make that determination, you must identify your best alternative to no agreement at all. In other words, what is your bottom line? What is the very least you are willing to accept? You should determine this before the negotiations begin, not in the “heat of battle.”



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January 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 Happy New Year	2	3
4	5	6	7	8 8:00-9:30am <i>"Don't Let Buyers Remorse Sink Your Sub"</i> (Chapter 15)	9	10
11	12	13 8:00-9:30am GUEST DAY!! Negotiations	14	15	16 8:00-9:30am No More Cold Calls Part 1	17
18	19	20	21	22 8:00-9:30am <i>"Getting the Angle on Success"</i> (Chapter 16)	23	24
25	26	27	28 12:30-2:00pm Sandler Management Solutions Managing Work Relationships	29	30 8:00-9:30am No More Cold Calls Part 2	

February 2009

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5 8:00-9:30am Sales Quotient & Lessons Learned	6	7
8	9	10 8:00-9:30am GUEST DAY! <i>Who's Line Is It Anyway—Sandler Style!</i>	11	12	13 8:00-9:30am SUB TRAINING Bonding & Rapport	14
15	16	17	18	19	20	21
22	23	24 8:00-9:30am Self Awareness	25 12:30-2:00pm Sandler Management Solutions Goal Setting	26	27 8:00-9:30am SUB TRAINING Up Front Contracts	28