



Sandler Training

Finding Power In ReinforcementSM

January-
February
2010

*Lack of will
power has
caused more
failure than lack
of intelligence
or ability.*

Flower A. Newhouse

SANDLER RULE: DON'T DO ANYTHING UNLESS YOU KNOW WHY YOU ARE DOING IT

Understanding why you're doing what you're doing on a sales call and knowing what you're going to do next is all part of using a systematic approach to selling. Following this Sandler Rule will prevent you from falling into the traps that traditional salespeople do, such as adjusting your price to chase the sale or having the rules of the "game" changed by the prospect in the middle of a sales call. You won't be caught scrambling to adjust to circumstances out of your control, and you won't be left wondering why you ever agreed to the things you agreed to. Work the Sandler System, stay in control, and always know why you're doing what you're doing.

Pick Your Poison—Fear or Regret

Of the thousand and one excuses not to prospect, the reason that lies at the base of most of them is fear. Fear of failure, fear of rejection, fear of the unknown, fear of being unprepared, and the fear of looking foolish.

For all its rewards, prospecting can be scary. Every time you pick up the phone or walk into an office to make a cold call, you face more than just fear. You face gatekeepers who believe it's their mission in life to keep you from the decision maker. You face prospects that are determined to test your mettle, your product knowledge, and your conviction.

If you give in to your fears, you will simply be trading one negative feeling—FEAR—for another—REGRET. You'll not only feel bad about yourself for cowering in the face of cold calling, but you'll always wonder what you could have accomplished if you had forced yourself to push through your fear.

When your competition lands the account you identified but never contacted, the thought, "That should have been mine," will be pounding in your brain. When a colleague brings in an account you targeted, but with whom you never followed through, you'll want to scream, "Hey, that's my account," but you won't because you know that you had your chance and didn't take it.

Regret leaves a bad taste in your mouth—one that lingers for a long time. Fear, on the other hand, evaporates with every positive action. So, bite the bullet and make your prospecting calls. Eventually, the fear will dissipate altogether and the regret will never materialize.

Executive Briefings in February

We love referrals!! Do you know someone or a company that could benefit from the Sandler based programs we provide? Invite them to an Executive Briefing!

FRIDAY, FEBRUARY 12th
7:45-9:30am

FRIDAY, FEBRUARY 26th
7:45-9:30am

REGISTRATION IS REQUIRED!



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January 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
					1 Happy New Year!	2
3	4	5	6	7	8 8:00-9:30am SUB TRAINING Negative Reverse Selling	9
10	11	12 8:00-9:30am GUEST DAY! <i>POSTSELL CLINIC</i>	13	14 8:00-9:30am Sandler Rules & Insights	15 7:45-9:30am EXECUTIVE BRIEFING	16
17	18	19	20 7:30-9:00am Sandler Management Program	21	22 8:00-9:30am SUB TRAINING Why Have a Selling System?	23
24	25	26	27	28 8:00-9:03am Sandler Rules & Insights	29	30

February 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5 8:00-9:30am SUB TRAINING Building Bonding & Rapport with Prospects	6
7	8	9 8:00-9:30am GUEST DAY! Time to Negotiate	10	11 8:00-9:30am Sandler Rules & Insights	12 7:45-9:30am EXECUTIVE BRIEFING	13
14	15	16	17	18	19 8:00-9:30am SUB TRAINING Making Up- Front Contracts	20
21	22	23 Noon-1:30pm Sandler Management Program	24	25 8:00-9:30am Sandler Rules & Insights	26 8:00-9:30am EXECUTIVE BRIEFING	27
28						