



# Sandler Training

Finding Power In Reinforcement<sup>SM</sup>

March-April  
2010

*“People forget  
how fast you  
did a job—but  
they remember  
how well you  
did it.”*

*Howard W. Newton*

## *BE PREPARED, BUT DON'T GO OVERBOARD*

Preparing for a sales meeting is important. You want to be ready, organized, and thorough. You want to ask the correct questions. You want to make specific points, illustrate certain concepts, and uncover particular information. So, you plan your call. You rehearse the questions you plan to ask. And, you rehearse your answers to the questions the prospect is likely to ask.

You rehearse, and then you rehearse some more. You think, “I’ll ask this and she’ll say that. Then, she’ll ask this, and I’ll say that. But, she might ask that instead. Then, I should say this.” You run the scenarios over and over in your mind preparing for every possible event. Eventually, you’re prepared.

But are you?

You have your script indelibly etched on your brain. Of course you’re ready. But, there’s a snag: the prospect has her script as well. And, the likelihood that you and she will be reading from the same script is small.

Preparing for a sales call should be like preparing a first draft of a story. Get your ideas on paper. Identify key elements. And, get a sense of direction and flow. A first draft, however, doesn’t have to be perfect—detailing every conceivable plot, twist and turn. And neither should your preparation. Focus on and prepare for what you

## **FAILURE IS A CHOICE**

There are two ways to “fail.” You choose to give up and quit. Or, you choose not to learn from your mistakes. In either case, you are destined to repeat your failures ... by choice!

You can choose to regard failures as negative experiences, defeats, losses, setbacks. Or, you can choose to regard failures as positive experiences, lessons about what not to do, what needs to be changed, and what needs to be fixed.

Failure can accelerate your success if you make the right choice and take the time to learn from your failures and apply those lessons to your next endeavor.

Recognizing failure as a potential positive experience gives you the freedom to try new things, be more creative, and stretch outside your comfort zone. If you don’t achieve the results you seek, ask yourself, “What did I learn from this?”

What you learn from your failures and subsequently apply will bring you exponentially greater success in the long term. It’s your choice.



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**Don't forget to checkout our website to review the program calendar**  
[www.peakpm.sandler.com](http://www.peakpm.sandler.com)

# March 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
	1	2	3	4	5 8:00-9:30am SUB TRAINING Questioning Strategies	6
7	8	9 8:00-9:30am GUEST DAY Pre-Call Planning Clinic	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 Identifying Reasons for Doing Business -"PAIN"	20
21	22	23 Noon-1:30pm Sandler Management Program	24	25 8:00-9:30am Sandler Rules & Insights	26 7:45-9:30am EXECUTIVE BRIEFING	27
28	29	30	31			

# April 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1 8:00-9:30am SUB TRAINING Uncovering the Prospect's Budget	2	3
4	5	6	7	8 8:00-9:30am Sandler Rules & Insights	9 7:45-9:30am EXECUTIVE BRIEFING	10
11	12	13	14	15	16 8:00-9:30am SUB TRAINING Identifying the Prospects Deci- sion Making Process	17
18	19	20	21	22 8:00-9:30am Sandler Rules & Insights	23	24
25	26	27	28 Noon-1:30pm Sandler Strategic Management	29 7:45-9:30am EXECUTIVE BRIEFING	30	