

Sandler Training – Export and Innovation

Title of Proposed Course	Sandler Sales Foundations
Course Content	Foundation Topics <ol style="list-style-type: none"> 1. Why Have a System 2. The Importance of Bonding & Building Rapport 3. Elements and Terms of an Up-Front Contract 4. Identifying Reasons for Doing Business (PAIN) 5. Questioning Strategies 6. Uncovering the Prospect's Budget 7. Identifying the Prospect's Decision Making Process 8. Closing the Sales (Fulfillment and Post-Sell) 9. Improving your BAT-ting Average 10. Prospecting Behavior
Course delivery method	<i>Virtual Training - Online</i> Includes Sandler Online Platform - 12 month license
Duration	<i>this course is delivered over 10 sessions, one 2.0 hour session per week</i>
What are the perceived business benefits of the proposed training and what are the outcomes for the business	Develop a proven selling system and common commercial language for the company. Enable managers to manage to one system. Generate more Leads Qualify target opportunities quickly. Shorten Sales Cycle Increase Price Increase Close rate.
Target group of participants/Who should attend	Business Owners, Sales Leaders & Sales People.
Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer	This can be also be delivered in: <ul style="list-style-type: none"> • a 2 day bootcamp, • 4 x 0.5 days

Title of Proposed Course	Sandler Sales Mastery (follow on from Foundations)
Course Content	<ol style="list-style-type: none"> 1. Shortening Sales Cycles with Up-Front Contracts 2. Advanced Questioning Strategies 3. The Pain Gap. 4. A Budget for everything. 5. The Decision Timeline. 6. Closing the Sale without Pressure. 7. Improving Your BAT-ting Average 8. Breaking through Your Comfort Zone 9. Creating a Prospecting Plan 10. Negative Reverse Selling 11. Applying Transactional Analysis in Sales 12. Formula for Success
Course delivery method	<p><i>Virtual Training Online</i> Includes Sandler Online Platform - 12 month license</p>
Duration	<i>this course is an ongoing reinforcement program with 12 modules, over 6 months delivered twice a month for 120 mins per session.</i>
What are the perceived business benefits of the proposed training and what are the outcomes for the business	<p>This takes the modules learned in Sandler Foundations, and reinforces them in an environment where sales people have a safe place to practice, role play, learn from each other, fail, learn, share real sales call experiences.</p> <p>Sales Mastery helps sales people build strong habits, that delivers long term, impactful results.</p>
Target group of participants/Who should attend	Business Owners, Sales Leaders & Sales People
Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer	<i>This can be delivered to companies through 1 hour up to 4 hour workshops. The client can also select specific modules depending on their particular sales challenge, which may mean running less than 12 modules. (or more).</i>

Title of Proposed Course	Sandler Sales Management
Course Content	<p>Introduction:</p> <ul style="list-style-type: none"> • The 4 Hats of Leadership Part 1: Supervising, Coaching, • The 4 Hats of Leadership Part 2: Training, Mentoring. <p>Monthly Modules:</p> <ul style="list-style-type: none"> • Recruiting, Hiring & Interviewing. • Understanding Your People: IR, DISC, and Transactional Analysis • Managing Work Relationships: Conflict Management • Goal Setting • Staging Effective Meetings & Improving Sales Team Performance. • Maximizing Personal Performance: Time Management and Delegation
Course delivery method	Virtual Training Online Includes Sandler Online Platform - 12 month license
Duration	this course is delivered over: Introduction Modules: 1 x 0.5 day (4 hours) Monthly Modules: 6 sessions, 3.0 hours - 1 session per month.
What are the perceived business benefits of the proposed training and what are the outcomes for the business	<p>Give the Sales Manager the tools to proactively support, grow and develop the people who will grow the company's revenue.</p> <p>Most sales leaders spend their time being reactive, putting out fires. They are promoted to Sales Manager because they were good at selling. The Sales Managers role is completely different set of competencies as is one of the toughest roles in any company.</p> <p>The Sandler Sales Management Program helps you make your staff members more productive by making them more self-sufficient.</p>
Target group of participants/Who should attend	People Managing a Min of One Sales Person including Business Owners, Sales Leaders & Emerging Sales Leaders.
Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer	Yes, with a larger company, who have several managers attending, the modules can be delivered across a shorter or longer period.

Title of Proposed Course	21st Century Prospecting
Course Content	5 Modules <ul style="list-style-type: none"> • Define your Prospecting Success • Creating Your prospecting plan • Improving your Prospecting Beliefs • Develop your 30 Second Commercial • Virtual Prospecting & Generating Referrals.
Course delivery method	Virtual Training Online
Duration	this course is delivered over: 5 x 1 hour modules – one module per week for 5 weeks.
What are the perceived business benefits of the proposed training and what are the outcomes for the business	To equip the sales person with the right prospecting Attitudes, Behaviours & Techniques to differentiate themselves from competitors and generate more new business opportunities in an increasing challenging market place.
Target group of participants/Who should attend	Business Owners who are selling, Sales Leaders, Sales People.
Is there opportunity for delivery to be flexible dependent upon the needs of individual learner/employer	Yes, this can be delivered in a bootcamp seminar format.