

SANDLERSM

Selling Inside the Four Walls

How to Get the Sale Within
Your Own Company



What are some of your challenges?

Are you tired of:

- Analysis paralysis?
- Wasted time?
- Stalled decisions?
- Critical inaction?
- Working hard vs. smart?

Are you ready to:

- Motivate decision-makers effectively?
- Drive massive action?
- See results and impact?
- Break through the barriers to greater success?

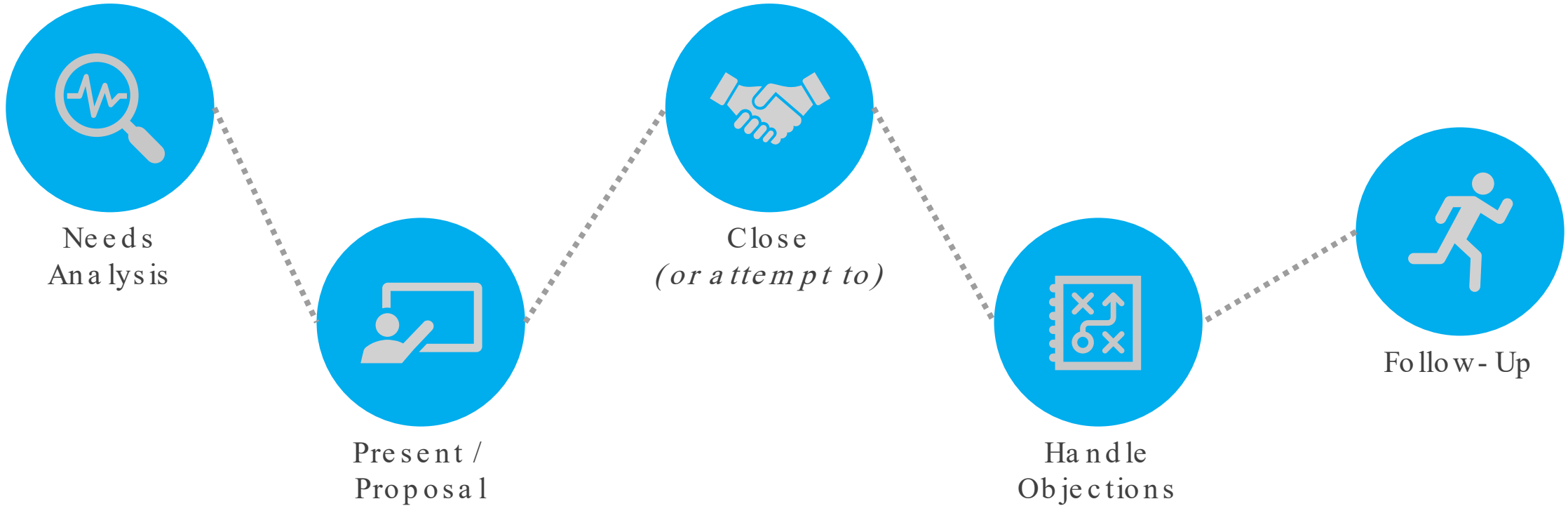


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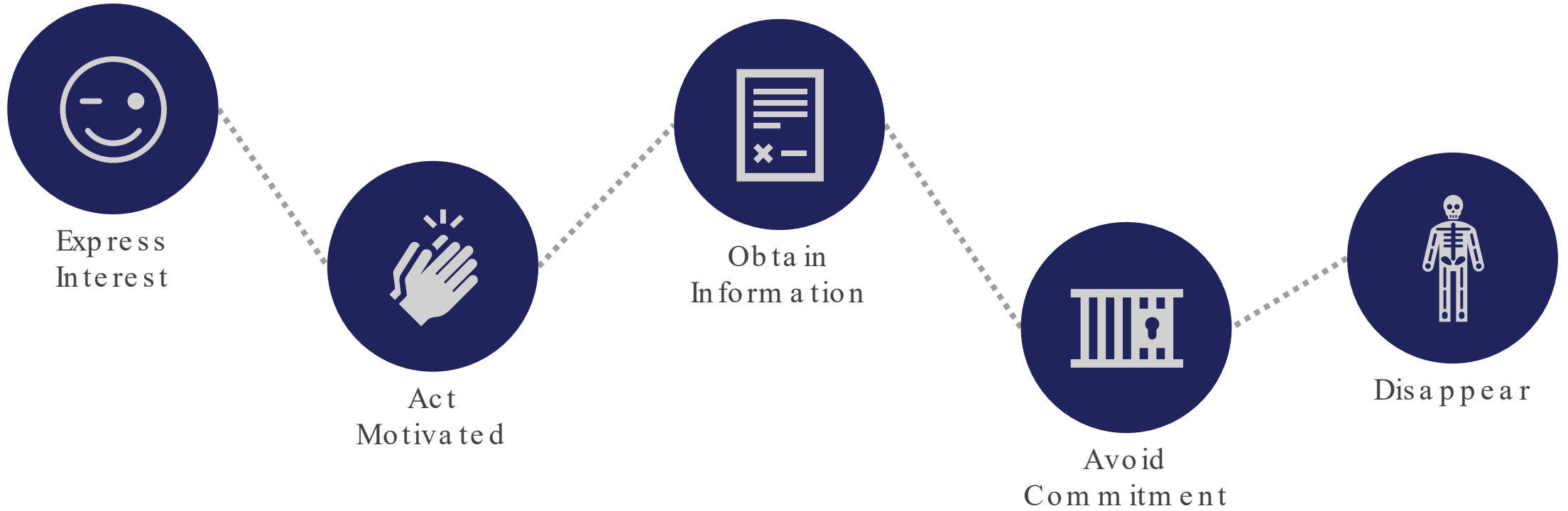
Most roadblocks, stalls, and objections you face have evolved from interactions with the buyer and are not necessarily tied to a particular facet of your product or service.

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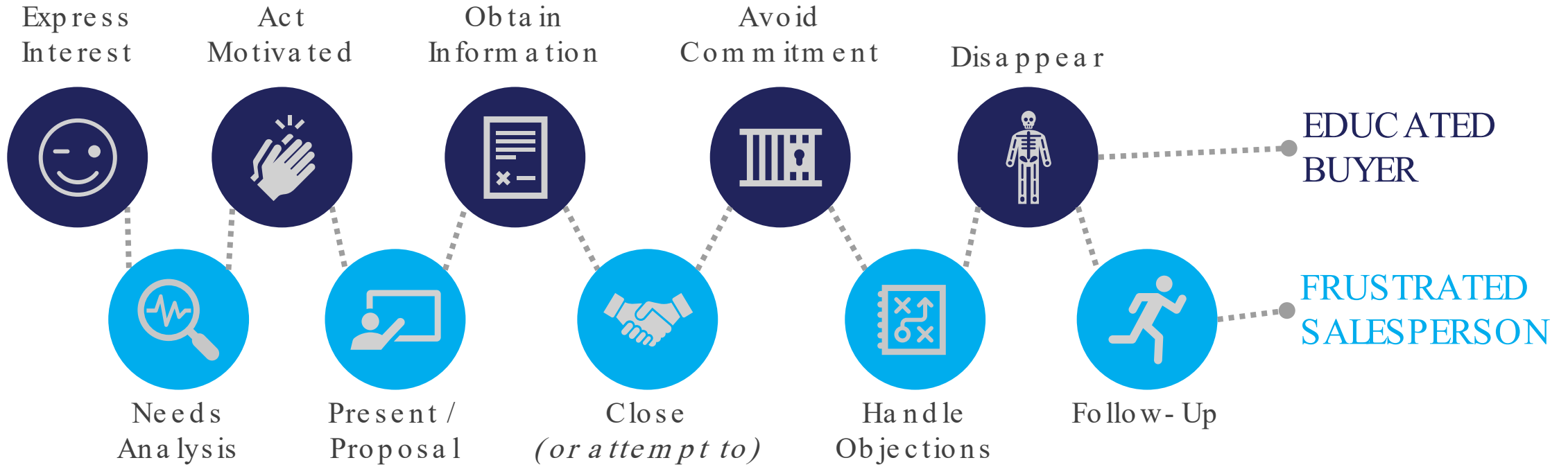
Typical Seller Order:



Typical Buyer Order:



The Buyer/ Seller Dance





Who is leading your internal “**Buyer/Seller Dance**”?

Who is your most important **Customer**?



What happens when the **other person has all the control?**



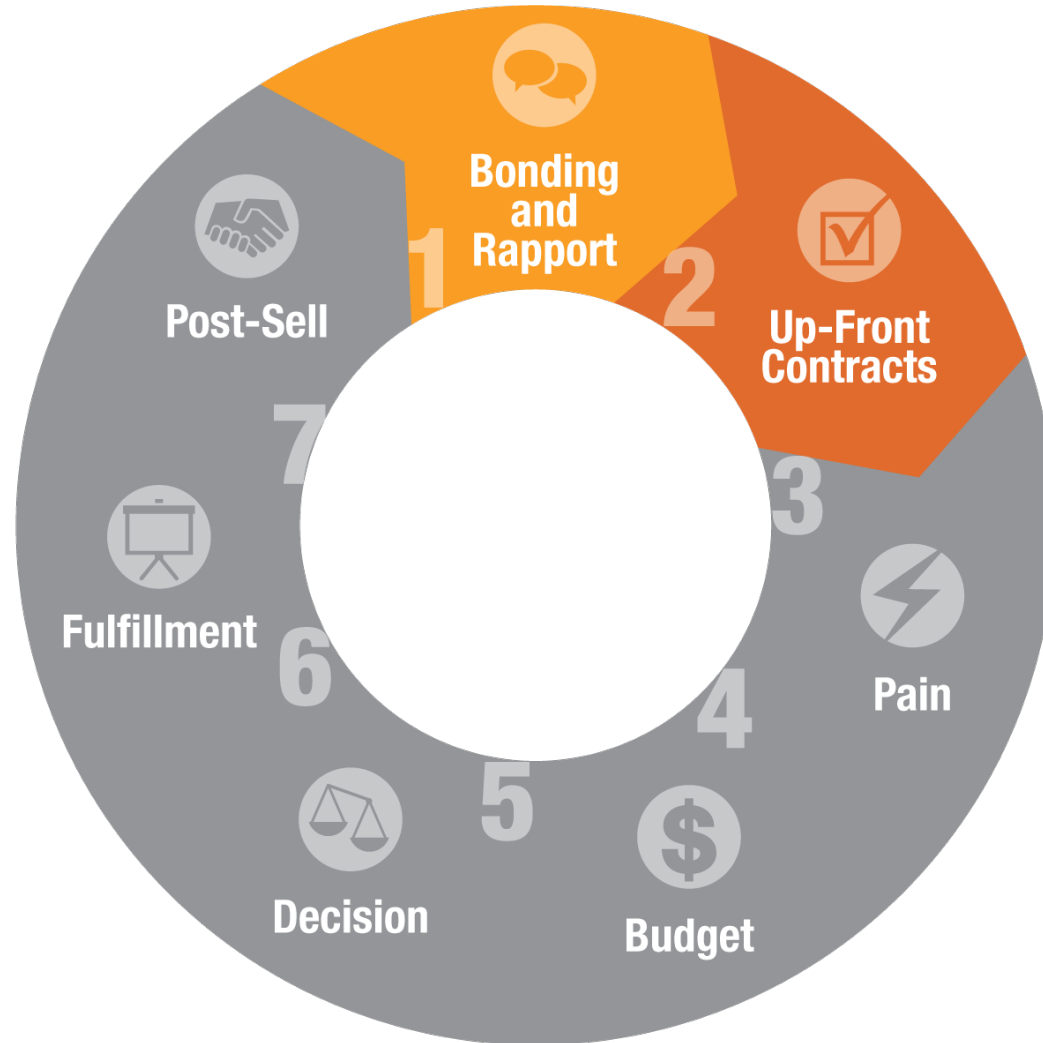
Sandler Rule

Hard selling is good for one thing...
hard pushback.

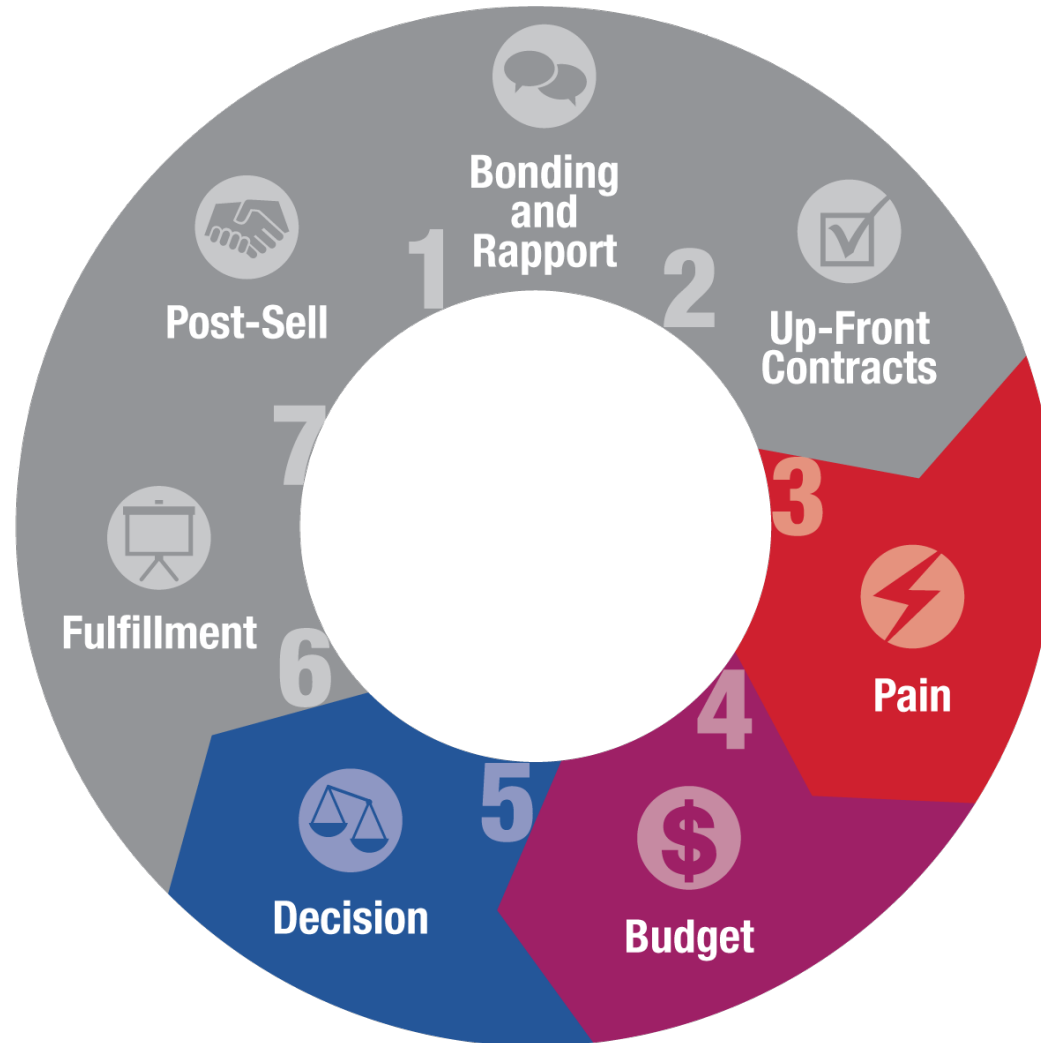
Sandler Selling System®



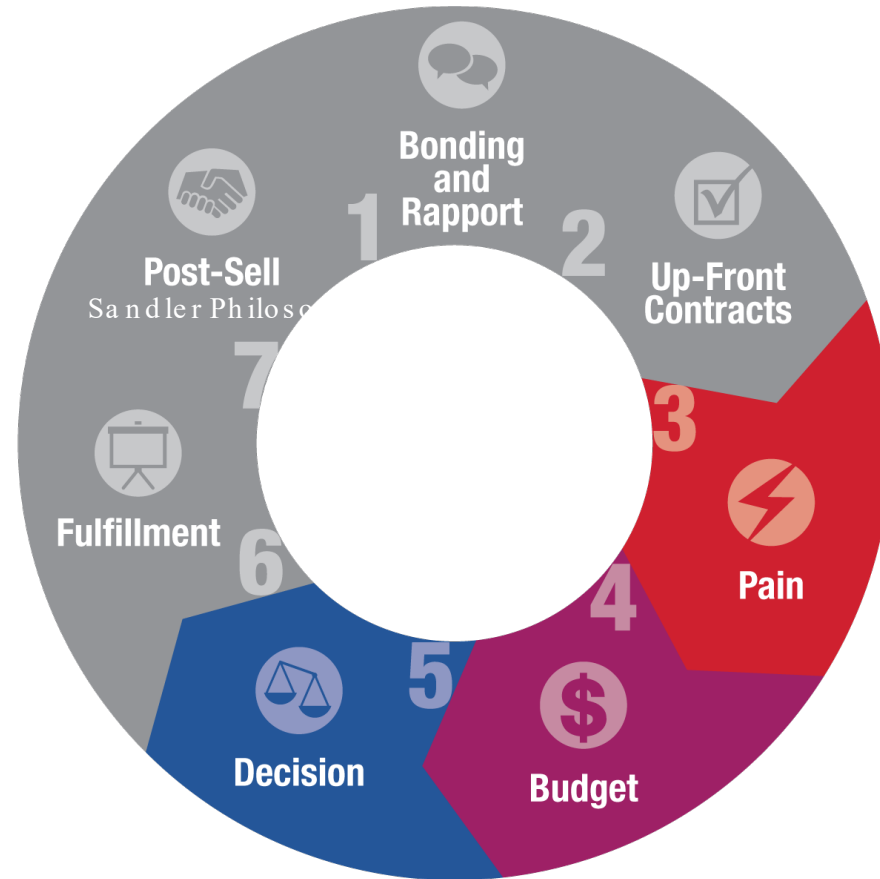
Building the Relationship



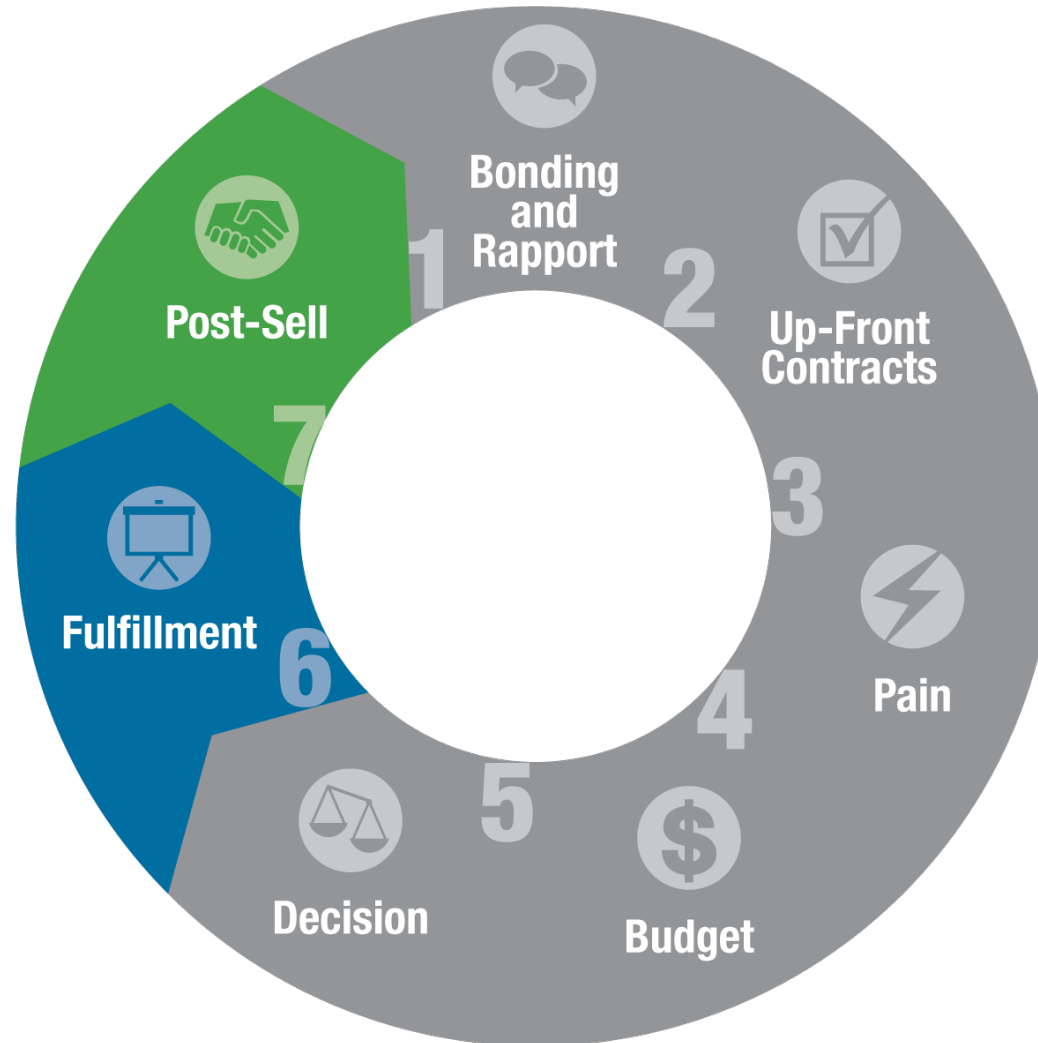
Qualifying the Situation



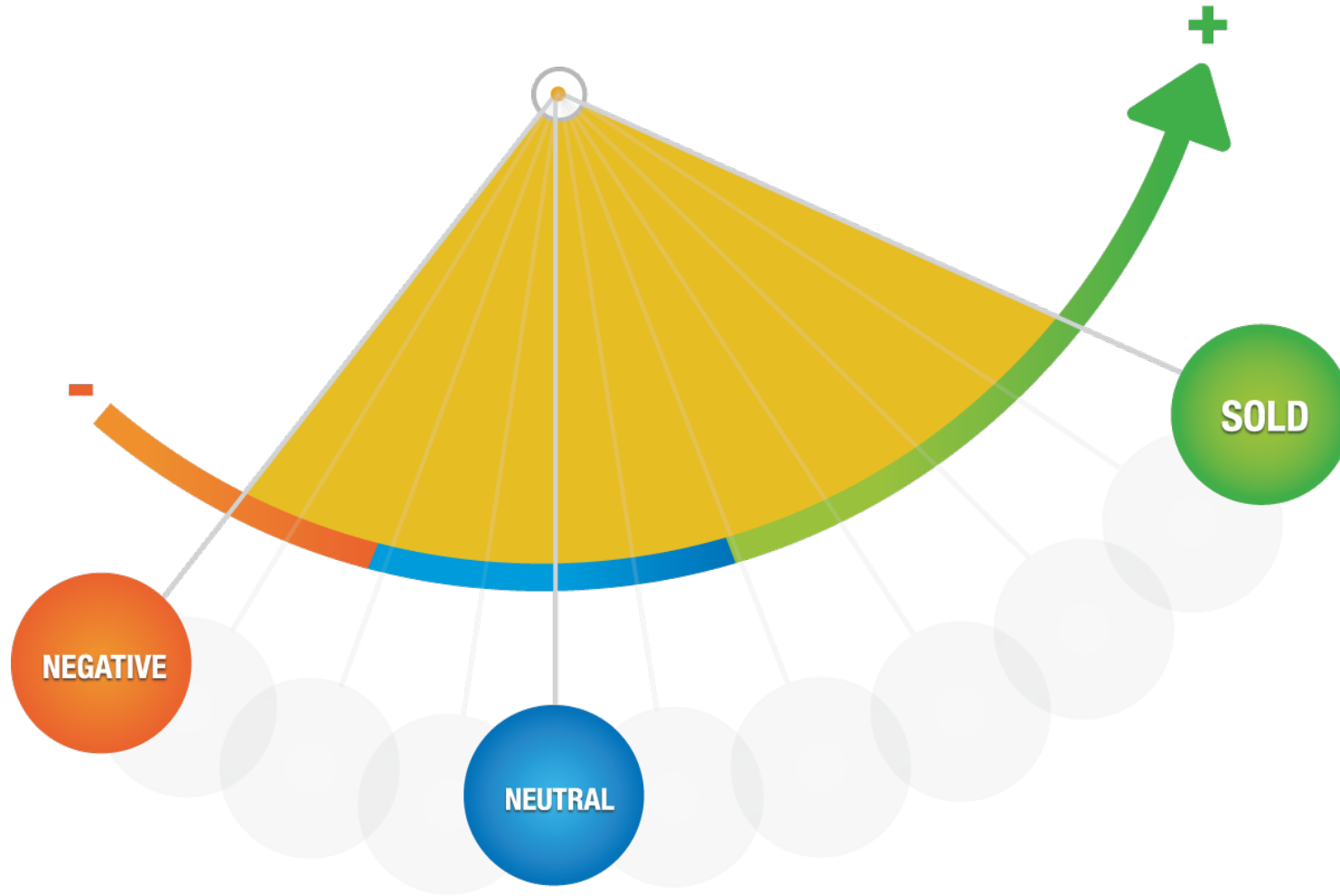
Pain is a *compelling, emotional reason* to do something different.



Confirming the Decision



The Pendulum Theory





Sandler Rule

Never get between the decision-maker and where you want them to go.

You can't sell anybody anything. They have to discover they want it.



How can you take the lead in *your* internal
“Buyer/Seller Dance”?

52 RULES FOR SALES SUCCESS

SANDLER™ Rule # 4

People don't argue
with their own data.



ATTITUDE

52 RULES FOR SALES SUCCESS
SANDLER™ Rule # 12

You have to learn
to fail to win.



52 RULES FOR SALES SUCCESS
SANDLER® Rule # 27

When you want to know the future,
bring it back to the present.



52 RULES FOR SALES SUCCESS

SANDLER™ Rule # 30

You can't lose anything
you don't have.



52 RULES FOR SALES SUCCESS

SANDLER™ Rule # 32

The problem the buyer brings
you is never the real problem.



52 RULES FOR SALES SUCCESS
SANDLER™ Rule # 33

Stop selling features and benefits.



52 RULES FOR SALES SUCCESS
SANDLER™ Rule # 34

No pain, no sale.



52 RULES FOR SALES SUCCESS
SANDLER™ Rule # 43

Only decision-makers can
get others to make
decisions.



The best sales presentation
you will ever give, the
prospect will never see.



52 RULES FOR SALES SUCCESS

SANDLER™ Rule # 48

Sell today, educate tomorrow.



52 RULES FOR SALES SUCCESS

SANDLER™ Rule # 49

A decision not to make a
decision is a decision.



Hot List

