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just came across this file on my computer that I had kept from this webinar last month. I thought it might be useful for some people here on a "formula" for cold calling.

~~Prospect the Sandler Way: Cliff~~

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onboard to star, A  
the project is  
slated to be  
directed by Johan  
Renck, who won an  
Emmy Award for  
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All prospects lie, all the time. Never ask for the order. Get an I.O.U. for everything you do. Don't spill your candy in the lobby. Until now, these unique rules (and 45 more) were given out only to Sandler Training clients in special

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Seminars and private coaching. After three decades of proven success, the secrets are out in "The Sandler Rules". And when salespeople know the rules, they get results. Early in his sales career, David Sandler observed that some

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Salespeople work hard and struggle for every deal, while others consistently, and almost effortlessly, uncover new opportunities and close sales. Why is it, he wondered, that two salespeople selling the same product in the same market

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can have such

different results?

Are great

salespeople born

with a special gift --

perhaps the right

personality? Were

they better

educated? Did they

have more

experience? Were

they just lucky to

find themselves in

the right places at

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the right times with the right people? No, they simply understood human relationships. Using Eric Berne's Transactional Analysis, Sandler devised a selling system and distilled forty-nine unforgettable rules that are frank, sometimes fun,



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and always easy to put to use. Sandler Training CEO David Mattson, coauthor of "Five Minutes with VITO", delivers this fresh and often funny guidebook, filled with real-world tactics for successful prospecting, qualifying, deal-making, closing,

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True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your

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product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions.

All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by

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Selling method. A SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which

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leading companies  
with dramatic  
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"brainer" among sales professionals.  
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and organizational  
success by  
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of conventional  
selling with up-to-  
date best practices  
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If you're  
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to sales success? If  
you're like most  
business leaders,  
you'd say it's

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fundamentally  
about relationships-  
and you'd be  
wrong. The best  
salespeople don't  
just build  
relationships with  
customers. They  
challenge them.  
The need to  
understand what  
top-performing  
reps are doing that  
their average

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performing Way A  
colleagues are not  
drove Matthew  
Dixon, Brent  
Adamson, and their  
colleagues at  
Corporate  
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investigate the  
skills, behaviors,  
knowledge, and  
attitudes that  
matter most for  
high performance.

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And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship

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building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of

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reps can deliver  
average sales  
performance, only  
one-the

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delivers

consistently high  
performance.

Instead of

bludgeoning

customers with

endless facts and

features about

their company and



Download Free Prospect The products, Way A Challengers 30 Day Program approach For Mastering unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to

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the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you

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understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with

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the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

The comprehensive 6-stage selling

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Competitively

pursuing large,

complex accounts

is perhaps the

greatest challenge

for selling teams.

To keep treasured

clients and gain

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new ones, you  
need a system to  
win business with  
profitable

enterprise clients,

serve them

effectively and

grow the

relationships over

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Craft solutions that directly address your client's needs

5. Propose your solution and achieve advancement 6.

Serve and satisfy your client, earning the right to grow the business Each of the stages represents a key

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cycles, wide buyer  
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pursuits.

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program according  
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methodology, and  
maintain the  
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