



THE COFFMAN GROUP SANDLER SALES SYSTEM® BOOT CAMP

Mark your calendar for Tuesday, August 17, and plan to attend an exciting, interactive day in Overland Park, Kan. at The Coffman Group Sandler Sales System Boot Camp®, specially priced for SouthWestern Association members.

You will want to enroll your salespeople in this training boot camp if...

1. Salespeople are comfortable... You don't see enough proactive cold calling...
2. You see too much price cutting... The customer is in control....
3. Your team is not developing relationships early enough...
4. You know things are good, but now is the time to "leap frog" the competition...
5. You have a good team, and want to invest in their growth and retention...

This Boot Camp is one day of interactive, face-to-face training sessions, held in Coffman's training center in Overland Park, Kan. Boot Camps are used to introduce salespeople to the Advanced Sandler Selling System in an immersion-style program. Upon completion, participants will then have the option to transition into President's Club on-going reinforcement via online webinar/conference calls held weekly in 50 minute time blocks, or they may attend a future "Skills" level boot camp within 3 to 6 months.

People who attend are committed to becoming more effective in generating revenue. Professional salespeople, consultants, and other professionals who need to sell their products and services attend Coffman Group programs. The session begins at 8:30 and ends at 4:30. Handout materials for the session are provided. Dress comfortably and be prepared for an interactive and exciting program.

Among other things, sales professionals will learn how to:

- Ask *effective questions* that help close the sale
- Quickly identify the *decision-makers*
- Uncover the *true reasons* people buy
- *Effortlessly* prospect for new business
- Negotiate to HOLD MARGINS
- *Shorten* your selling cycle
- Generate more referrals – *proactively*
- *Keep control* of the sales process
- Turn a suspect into a prospect
- *Effectively* handle stalls and objections
- Stop *giving away profits* by selling on price
- *Nurture your client* into a sale.

The Program

Identity vs. Role – Create Real Success in Sales

- Learn how to separate your identity from your role.
- Discover why self-esteem is the most important factor in sales.
- Find out about risk and how to handle failure.
- Develop "Success Conditioning."

The Sandler Selling System

- Learn why 20% of salespeople make 80% of sales.
- Discover the system prospects use and how to avoid getting trapped.

- Stop wasting time sending literature that isn't read, preparing proposals that can't win and doing tons of free consulting.
- Do everything you can to avoid looking like a "slick" salesperson.
- It's a battle of the plans – the buyer has a plan. Do you? The stronger plan will always prevail.
- Why so many sales pitches leave your prospects cold – and what to do instead.
- Mapping your sales cycle, and what to do in the next step.
- How to customize a sales plan for each call and how to adjust it on the fly.

Making the First Minutes Count – Every Time

- Tactics to build rapport – most sales people put 100% of their effort into the 7% factor. Learn about the other 93% and how to build credibility and trust quickly.
- Exactly what to listen for in the prospect's initial reactions – and how to respond.
- A low-key way to seize the initiative and take leadership of the buyer/seller dance – that will make your prospect comfortable.
- Earn your toughest prospect's respect from the first minute.

Discover Their Reasons to Buy

- Questions to uncover your prospect's personal hot buttons.
- How to get them interested, even if they say they aren't.
- Conquer prospects' reluctance to talk about their business issues.
- Get prospects to see your products and/or services as a solution to their business problem.
- How to conduct a business dialogue with executives.

Shorten your Sales Cycle by Staying In Control

- Design a series of questions to keep the call flowing smoothly.
- Your manager told you to talk less, listen more, stay in control, get commitment – we'll show you how to do it.
- Learn how to use 'up-front contracts' to ensure you stay in control of the process every step of the way.
- How to measure and document customers' commitment to advance the sales cycle.
- Most salespeople ask about decision-making authority, but in a way that's sure to cloud the truth. Learn the right way to uncover the true

decision process and to get access to decision-makers.

- How to drive consensus in complex, multiple decision-maker situations.
- How to say "NO" and keep the deal alive.
- A fail-safe way to make your forecast accurate and reliable.
- How to keep customers from using your competition to squeeze you.
- How to uncover a prospect's likelihood of deflecting to the competition.
- Techniques to avoid feature-to-feature combat and to make your prospect see your solution as a custom fit.
- How to know if you're being used to get a better deal with someone else.
- How to dislodge prospects from a fixation on larger, more entrenched competitors.

When and how to talk about money

- Why salespeople leave money on the table.
- How to find out who really controls the purse strings.
- How to train your mind to see that price is rarely the real issue in technology purchases.
- How to turn 'price' and 'cost' conversations into 'value' and 'ROI' conversations.
- Common negotiating ploys used by trained buyers and how to counter them.

The Decision-Making Process

- Understand the role of each individual in the buyer network.
- Uncover how decisions are made.
- Learn how to have the buyers make several smaller decisions in the sales process.
- Track the 45 key items to know about each decision-maker.

Hosted By Coffman Group Sandler Training and SouthWestern Association

Coffman Group/Sandler Training is a consulting firm that specializes in helping companies and individuals increase their bottom line through more profitable sales. We use the Sandler Selling System to evaluate people, processes and systems and then train them to sell and manage more efficiently. For more information, call Casey Coffman at 913-236-9055 x 222, or Pete Osheim at x 235 or email casey@coffmangroup.com or Pete@coffmangroup.com.

Pricing

One-day Boot camp Training with the complete Sandler President's Club Self Study Materials set, a personal DISC profile evaluation, and Coffman Group Playbook Manager Dashboard:

SWA Member pricing: \$1,095 per person (Nonmember price: \$1,245 per person)

5 or more from Member Company: \$850 per person

Terms: Paid at registration with check or credit card. All participants will receive a complete set of Sandler President's Club Self Study materials, complete with 16 audio CDs/MP3, and workbooks.



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Return registration form to: SouthWestern Association

Company _____

Contact: _____

Address: _____

City _____ State _____ ZIP _____

Phone _____ Fax _____

Email _____

To register additional people, simply copy this form.

	Name	Title	Email
1.	_____	_____	_____
2.	_____	_____	_____
3.	_____	_____	_____
4.	_____	_____	_____

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Check enclosed.

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Call with questions - 1-800-762-5616 - or email Olivia - oholcombe@swassn.com