

Session 1 | 90 minutes - 14th of February 2024

Secrets of the Buyer/Seller Relationship

To stand any chance of winning business in the modern age, you will want to lead the Buyer/Seller dance, set clear expectations, and establish guidelines for the ultimate decision, all while establishing an open, honest relationship.

During the session, you will develop your current sales approach, overlying the Sandler approach to achieve mutually profitable outcomes for both parties.

The session focuses on aspects of selling such as bonding and rapport, qualifying, closing the sale, and setting the stage for future sales.

Session 2 | 90 minutes - 13th of March 2024

Establishing a Sustainable Relationship

You can be a specialist in your field, but without supplementing your knowledge with interpersonal communications skills, you'll fail to connect with your prospects or clients on a deeper level.

This session focuses on aspects of selling such as bonding, rapport, communication models, interaction dynamics, and equal business stature. During the session, you will develop your current sales approach, overlying new techniques to achieve mutually profitable outcomes for both parties.

Session 3 | 90 minutes - 10th of April 2024

Setting Ground Rules for a Good Business Relationship

Creating a comfortable environment isn't just about what you say. It's about your tone, body language, and communicating in a way the other person wants.

The session will focus on aspects of selling, such as upfront contracts, productive conversations, outcomes, and equal business stature.

Session 4 | 90 minutes - 15th of May 2024

Can Asking Questions Be The Answer

Your value as a sales professional can be measured by the amount of information you gather, rather than by the amount of information you give. Prospects want to be heard and understood. Developing a questioning strategy to gather more information, more effectively and efficiently could be your key to greater sales success.

This session will focus on aspects of selling such as types of questions, the 'reversing' and negative 'reversing' techniques, softening, and the Sandler Pain funnel technique.

Session 5 | 90 minutes - 12th of June 2024

Uncovering Good Reasons to Do Business

People buy when there is a problem or issue which needs a solution.

Asking a systematic series of open-ended questions to prospects helps uncover their pain points and gets them to understand the effect these issues have on them and their business.

This session will cover buying emotions, asking better questions, and the Sandler Pain funnel technique. Using this funnel of questions will help you connect deeper with prospects to uncover what they're looking for in a solution and ultimately win the deal.

Session 6 | 90 minutes - 11th of September 2024

Uncovering the Prospects Budget

Finding what a prospect's budget is and understanding how an organisation makes decisions is essential to success in sales. It can be challenging, though.

This session will teach you techniques that help you gather more information about the budget and the decision-making process more effectively and efficiently could improve your sales performance dramatically.

Session 7 | 90 minutes - 9th of October 2024

Closing The Sale (and Post-Sell)

You only get one chance to present your proposition to a Prospect and ultimately close the sale.

Developing techniques that help you present your proposition clearly, concisely, and confidently is essential. Learning to close more effectively and efficiently could improve your sales performance dramatically.

This session will cover knowing when to close, when not to close, and what to do next when you've closed the sale.

Session 8 | 90 minutes - 13th of November 2024

World-class Prospecting

An effective prospecting approach provides fresh new business opportunities, growing your pipeline and your client base. But we all know that prospecting can be tough.

Having a strong, always-on prospecting system is essential for business and personal growth.

Doing it well requires a specific understanding of how the modern Buyer engages with and selects suppliers.

This session will focus on aspects of prospecting such as planning, approach, social media, and networking. You will build a prospecting plan during the session and design your approach for better results.

Identify the right mix of prospecting activities and an action plan to ensure a predictable and sustainable sales effort.

Certification

Sandler Bronze Certified

Students who complete all eight modules and the final assessment will receive the Sandler Bronze certification. This forms an excellent foundation for your Sales career and gives you the opportunity to progress to Silver certification if you so choose.