



Morning Sessions: Sandler Trainers & Clients

Page 1

7:00 a.m.	Breakfast
8:00 – 9:00	Opening Remarks - David Mattson, CEO and President, Sandler Training David will welcome everyone to the Client Summit and share the goal for the two days. He will also share the origin and David Sandler insights of the success triangle (BAT), and the importance of being a constant student of each of the components so you can take your game to the next level.
9:00 – 9:20	BREAK
9:20 – 10:20	Build a Predictive Sales Model - Bill Bartlett What do you believe and trust in general, and what can you truly predict? Successful salespeople do not follow a magical, mystical process in order to prosper. Achievement in the sales role is predicted through the combination of the salesperson's learned abilities and his capacity to execute specific skills to attain quantifiable results. Today, companies must dismiss the undefined personality traits in favor of a more scientific approach, which yields consistency. Talent and personality are overrated in the sales equation as far too many seasoned sales veterans rely on them and fail to reach their goals. It's not enough to be a master of Sandler sales skills. In this session, you will learn why the truly triumphant Sandler professional relies on a complex system of behavior that guarantees achievement of sales goals.
10:20 – 10:40	BREAK
10:40 – 11:40	Are You Attracting or Resisting Success? - Gary Harvey Have you ever had the guts to ask yourself this? If you haven't, is now the time to face your answer? Maybe now is the time to explore those answers and examine the various areas that deal with your answers. Gary Harvey, 18 year successful Sandler Franchisee and David H. Sandler Award winner, will take you through some thought-provoking exercises to answer this key Success question.
11:40 – 12:00	BREAK
12:00 – 1:00	Give Me BAT and I'll Give You Results - Paul Lanigan Your selling Behaviors, Attitudes and mastery of Technique are the life force of all selling success. When combined in the right measure they will propel your people to consistently achieve beyond all expectations and attain unimagined results. The Behaviors, Attitudes and Technique in Sandler's Success Triangle provide a potent blueprint for your success and the achievements of your sales reps. Learn how the combined elements of the Success Triangle can become your secret weapon in winning big and winning often. The Missing Link in Mastering Professional Selling - Pat Heidrich David Sandler knew that behavior change would never be permanent without this missing link. In this session you will learn what this link is and how to use it to achieve new levels of success that you or your team never thought were attainable. Without this missing link, any attempt to reach higher levels of performance will fail over time. Be prepared to be challenged and held accountable to new behaviors that will start you on a path to break out of your comfort zone. This will become the most important component in your Formula for Success.
1:00 – 2:30	Luncheon

AGENDA

THURSDAY, MARCH 13, 2014



Page 2

Afternoon Breakout Sessions: Clients

MANAGEMENT TRACK

2:30 – 3:30 p.m.

Your Sales Pipeline: The Key Dashboard for Your Business's Near Future

– Rich Isaac

Regardless of how your company develops and manages the sales pipeline – within your CRM system, in a spreadsheet, or with pad & pen – this tool has the potential to be your simplest, most powerful way to run your sales team. In this workshop, you will discover how closely your pipeline process matches the best-in-class companies. (No specific technology knowledge is necessary for you to attend.)

3:30 – 3:50

BREAK

3:50 – 4:50

Do Sandler Formulas Work as Well for Management as They Do for Sales?

– Bill Morrison

Bill owns and operates Sandler Training in Switzerland, and deals with one of the most diverse customer bases worldwide. After four years of experience, he will show how, on a global basis, Sandler pressure-tested our formulas for effectiveness and the benefits in managing a sales team.

5:30 – 7:00

Networking & Cocktails

SALES TRACK

2:30 – 3:30 p.m.

How to warm Up ANY Cold Call!

– John Rosso

What better place to talk about cold calls than in sunny Florida!! In this session, John will share with you the ins and outs of the effective Sandler® prospecting call with the help of social media.

3:30 – 3:50

BREAK

3:50 – 4:50

3 “Cardinal” Rules of Business Management

– Steve Herzog

With 18 years as a Sandler Franchise owner, Steve Herzog's business coaching has improved the success of many professionals. His work has not only changed businesses, it has changed lives. Steve follows and reinforces many Rules and Insights, and through his journey has adopted 3 Cardinal Rules as daily guideposts. This session is a must see.

5:30 – 7:00

Networking & Cocktails



EXCEPTIONAL PRODUCTS, SERVICE AND INNOVATIVE SOLUTIONS

5250-A Naiman Parkway . Solon . OH 44139

010114

1-800-BUY-BOLT . Fax: 631-567-2418 . www.chromate.com



AGENDA

FRIDAY, MARCH 14, 2014



Morning Breakout Sessions: Clients

Page 3

MANAGEMENT TRACK

7:00 a.m. Breakfast

7:30 – 8:30

Manager's Formula for Success

– Bob Heiss

If you're familiar with Sandler's Formula for Success from the President's Club, you will recognize the sayings, "Success is not an accident" and "Success leaves clues." From the vast Sandler® Management material, years of personal experience and input from some of the best managers in the world, we've put together a list of "must do" behaviors and activities, essential strategies and tactics, and critical beliefs and attitudes that will assure your success as a manager and leader. If you implement the things on this list - your Management Formula for Success - your success as a manager is virtually guaranteed

8:30 – 8:50

BREAK

SALES TRACK

7:00 a.m. Breakfast

7:30 – 8:30

Connecting Attitudes & Behaviors to Ensure Success

– Brad Freyer

Brad will lead off this discussion by examining the head trash that interferes with our attempts to purge old ways of doing things, and then he will demonstrate how to reframe our mind/attitude to ensure we follow through with those beneficial changes. Through Brad's insight of I/R Theory and his guidance on using the Attitude/Behavior Journal, you will be better able to take the action and start new behaviors that move us forward to further success.

Connecting Attitudes & Behaviors to Ensure Success

– Andrew Wall

Andrew Wall will share his thoughts on how to help clients transition from "Consciously Incompetent to Consciously Competent."

- Creating your ROI with Sandler Training means a commitment to Behavior
- Sandler Behaviors prior, during and post sales calls generate a return on investment
- Sandler Clients that "customize" our material to their world see results sooner
- Learn "proven behaviors" that develop Sandler Adoption, Implementation and Success

8:30 – 8:50

BREAK



EXCEPTIONAL PRODUCTS, SERVICE AND INNOVATIVE SOLUTIONS

5250-A Naiman Parkway . Solon . OH 44139

010114

1-800-BUY-BOLT . Fax: 631-567-2418 . www.chromate.com

AGENDA

FRIDAY, MARCH 14, 2014



Page 4

Morning Breakout Sessions: Clients

MANAGEMENT TRACK

8:50 – 9:50 a.m.

**STOP Making Excuses and Start Truly
Motivating Your Salespeople!**

- Mike Crandall

Ever been frustrated with the motivation (or lack of) your salespeople have? If you answered yes, this session is for you. Managers typically struggle with motivation, either not motivating their people or only doing it short-term. This session will cover what works, why, and how to get and keep your salespeople motivated!

9:50 – 10:10

BREAK

10:10 – 11:10

How to Apply Sandler to Your World

- Bill McCrary

Learning to apply Sandler to your world can be a daunting task. Whether you are building a template for yourself or creating a framework to use to coach or debrief your salespeople and hold them accountable, this workshop will provide the necessary steps to help you customize the Sandler Submarine to your business.

11:10 – 11:30

BREAK

SALES TRACK

8:50 – 9:50 a.m.

The Battle Between Fear and Growth

- Troy Elmore

Behind our logical explanations about why we did this, or why we will try that, lies some level of fear. When fear is low, our choices are clear and genuine. But what happens when the fear is large enough to be a factor? We avoid, we hope, we hesitate, we react, we fake it, and more pointedly... we do what's necessary to avoid the repercussions imagined, not what is best for the relationship. Troy will provide tips and tools to help us better judge the fear and control our response, allowing us to become mentally and emotionally stronger.

9:50 – 10:10

BREAK

10:10 – 11:10

**The Salesperson SUPERHERO Myth - Don't Let Your Prospect
See the "S" on Your Uniform!**

- Stevenson Brooks

Sales professionals can be attracted to playing the role of "Super-salesperson" with their prospects. They believe that answering all their questions, handling all their objections, solving all their problems, etc. will surely lead to the sale. The more they try to please everyone and be "OK," the more prospects expect, and even, demand from them. And once a prospect finds your Kryptonite, they will use it against you...

By creating an "alter-ego" just like other superheroes, sales becomes a much easier process... almost effortless. Learn how to use your mild-mannered Clark Kent disguise to get your prospects to do all the work, including the work of closing, themselves. Hang up your cape in the closet!

11:10 – 11:30

BREAK



AGENDA

FRIDAY, MARCH 14, 2014



Morning Breakout Sessions: Clients

Page 5

MANAGEMENT TRACK

11:30 a.m. – 12:30 p.m.

Selling Business Outcomes - A Natural Evolution

– Rich Chiarello

Rich will discuss how most B2B companies have progressed over the years from selling only products and features to some form of solution selling. He will discuss that this alone is no longer a differentiator as most companies are doing this in some fashion. He will explain how the market and the buyers have matured to where the two most important aspects of selling become:

- 1) Understanding your prospect's desired business outcomes or key performance indicators (KPIs) which your solution addresses; and
- 2) Finding the buyers who are motivated by improving these metrics.

12:30 – 1:30

Luncheon

SALES TRACK

11:30 a.m. – 12:30 p.m.

The DNA of Missed Opportunities

–Tim Roberts

Within the Universe of Knowledge, the smallest piece we own is what we know. We battle every sales day to learn what we don't know and yet what remains hidden is...wait for it...what we don't know we don't know. In this session, Tim Roberts will take you on a "sell-ular" ride to a place called Missed Opportunities. Here you'll visit the origins of trust and learn how many of the great contributors stood out among their peers despite a competitive landscape. Tim will make the case that most of your competitors (and perhaps even you!) are guilty of winging it on alleged good people skills. You'll also learn what each of these masters knew about the ultimate value proposition and because of it were rewarded with vast opportunity.

Ready to go where no man has gone before?

12:30 – 1:30

Luncheon



EXCEPTIONAL PRODUCTS, SERVICE AND INNOVATIVE SOLUTIONS

5250-A Naiman Parkway . Solon . OH 44139

010114

1-800-BUY-BOLT . Fax: 631-567-2418 . www.chromate.com

AGENDA

FRIDAY, MARCH 14, 2014



Afternoon General Sessions: Sandler Trainers and Clients

Page 6

1:30 – 2:30 p.m.

Overcoming Your Top 10 Wimp Junctions – Bill Murray

We all have places in the sales cycle where we want to stay in our comfort zone, different places for different people. Join Bill Murray as he dwells upon his 17 years with Sandler, and discusses the Top 10 Wimp Junctions he has seen clients struggle to overcome and what to do about it.

2:30 – 2:50

BREAK

2:50 – 3:50

Talk Truths and Lies and How They Affect Your Success – Rochelle Carrington

Mom always said, "If you can't say something nice, then don't say anything at all." How often do we take that advice when we are talking to ourselves? Learn the effects that self-talk scripts can have on your success and how to change your paradigm of belief, gratitude and expectation to make yourself mentally and emotionally tough.

3:50 – 4:00

BREAK

4:00 – 4:30

Wrap Up – David Mattson