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Chapter One: Why Have a System?

► Chapter 1: Why Have a System?

► Chapter 2: Bonding & Building Rapport

► Chapter 3: Up-Front Contracts

► Chapter 4: Identifying Pain

► Chapter 5: Questioning Strategies

► Chapter 6: Uncovering Budget

► Chapter 7: Decision

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► Chapter 9: BAT-ting Average

► Chapter 10: Prospecting Behavior



Why Have a System?

Chapter 1: Summary & Learning Objectives

Chapter Description:

Participants will understand the difference between the Prospect's System and the Sandler Selling System® methodology, and the value of using a professional selling system that allows both the prospect and the salesperson to get their needs met.

Chapter Outline:

- ☐ Benefits of an Effective, Efficient Selling System
- ☐ Positive Results of the Sandler Selling Process
- ☐ The Buyer-Seller Dance
- ☐ Sandler® Philosophy
- ☐ Prospects and Pendulums

Chapter Objectives:

At the conclusion of this Chapter, you will be able to:

- ☐ Describe a selling system.
- ☐ List the benefits of using a selling system.
- ☐ List the four positive results of using the Sandler Selling System.
- ☐ Describe the four Steps of the Prospect's System.
- ☐ List the seven steps of the Sandler Selling System.
- ☐ Realize when you have arrived at Wimp Junction®.
- ☐ Know the Sandler Concept that Pendulum Theory explains.



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Why Have a System?

A selling system:

Is the process by which you develop an opportunity from start to finish, whether that finish is closing the sale or closing the file.

A process:

- ☐ Is a systematic series of actions that is directed at achieving an end.
- ☐ Defines how you get something done.
- ☐ Is a course of action that leads to a decision about a sale.
- ☐ Provides the order of specific actions.

An effective system:

Enables you to consistently achieve a desired outcome or set of outcomes.

An efficient system:

Allows you to achieve those outcomes without wasting resources—time, energy, money, etc.

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Benefits of an Effective, Efficient Selling System

Some of the benefits are:

- ☐ You can maintain control over the process if you use a selling system that defines specific behaviors and actions.
- ☐ You can save time if you use a selling system that enables you to qualify or disqualify an opportunity early in the process.
- ☐ You can stay on track if a selling system facilitates developing an understanding with the prospect about exactly what will happen and when.
- ☐ You can recognize problems before they become major roadblocks.
- ☐ You can focus your energy on your prospect if you apply a system to a selling situation, rather than worry about what is going to happen next.
- ☐ You can recognize and duplicate successful behavior and eliminate unsuccessful behavior with a selling system that has specific action steps, such as what to do and in what order. This will save you and your prospect time.
- ☐ You can more easily strategize or debrief a sales call with your sales manager or a colleague with a selling system that has action steps that are described in a specific and common language.
- ☐ A system is replicable. You apply it to each prospect you deal with.
- ☐ You know where you are in the sales process at all times.



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Positive Results of the Sandler Selling Process

Four positive results:

1. Get a *yes*.
2. Get a *no*.
 - ☐ Learn a lesson.
 - ☐ Save time.
3. Get a referral.
4. Get a clear, well-understood future.

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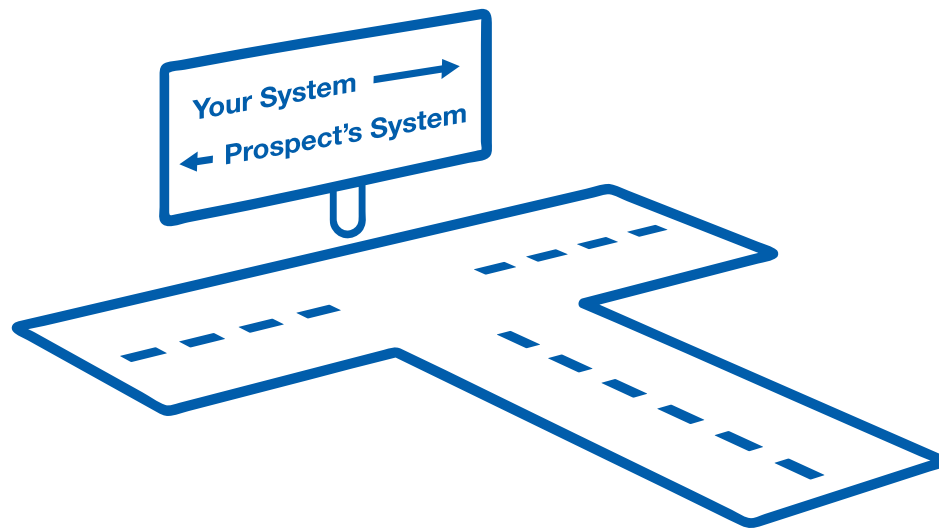
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The Buyer-Seller Dance



Prospect's System

Traditional System

_____	Strategy #1	_____
_____	Strategy #2	_____
_____	Strategy #3	_____
_____	Strategy #4	_____



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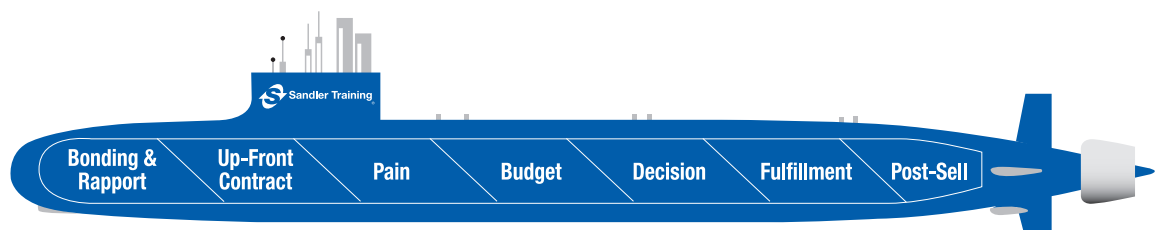
The Buyer-Seller Dance

When the prospect is in control:

1. _____
2. _____
3. _____
4. _____

The Sandler Selling System is the solution:

1. Bonding and Rapport
2. Up-Front Contract
3. Pain
4. Budget
5. Decision
6. Fulfillment
7. Post-Sell



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Sandler Philosophy

The philosophy behind the system:

- ☐ Sandler believes that Professional Selling is a noble profession. Do not let the prospect treat you with disrespect.
- ☐ Be sure to understand the prospect's issue, budget and decision process before you try to convince them of anything.
- ☐ Help the prospect discover the real Pain and that you are the solution.

Negative Reverse Selling® - the concept:

To do this David H. Sandler said, "Don't look like, act like or sound like the traditional salesperson that is going to try and convince the prospect to do something that may not be in the prospect's best interest." He called this Negative Reverse Selling. This is the concept of not doing what the traditional salesperson would do, of doing something different than what the prospect expects. A concept that gets the truth on the table so that both parties can get what they each need, the prospect gets their real issue solved and the professional salesperson gets to go to the bank.



Never get between the prospect and where you want them to go.



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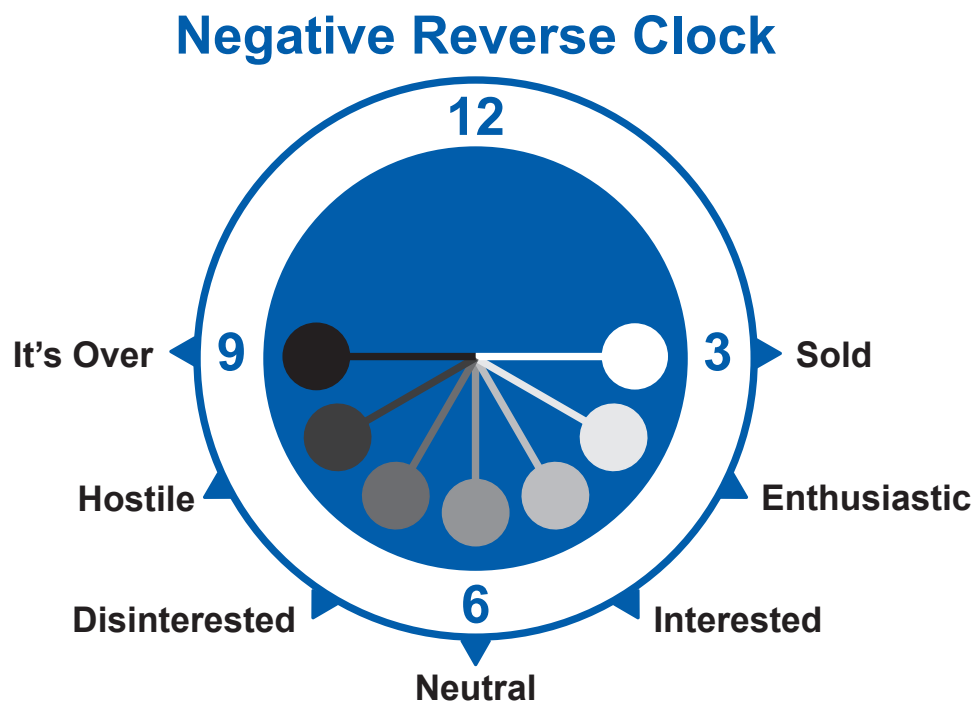
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Prospects and Pendulums

David Sandler explained his concept of Negative Reverse Selling by using the Negative Reverse Clock (Pendulum) and Pendulum Theory, which cautions you to always stay behind the pendulum.



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Prospects and Pendulums



Sometimes the prospects buy in spite of the salesperson's reasons.



Never ask for the sale—make the prospect give it up.



You can't sell anybody anything . . . until they discover they want it.



Never get between the prospect and where you want them to go.



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Lessons Learned & Knowledge Testing

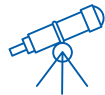
Chapter Summary:

Key takeaways from this Chapter:

When you start the selling process with a new prospect, you have a choice to make: Who will lead the dance? You can become part of the prospect's plan, which may feel comfortable. Why? Because you get a chance to "strut your stuff." You can display your knowledge and expertise early in the process. If nothing else, it's great for your ego. You may feel some pressure from the prospect from time to time. You may even experience some frustration. But, at least you knew it was coming.

You can follow the prospect's plan and feed your ego. Or, you can follow your own plan and feed your family—but you can't do both.

THE CHOICE IS YOURS.



Observations & Revelations:

During this Chapter, I learned:

As a result of what I learned, I will:

Join the conversation about this lesson by tweeting @SandlerTraining with #HowToSucceed or posting in the official LinkedIn Group at: www.sandler.com/linkedin-group

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Knowledge Testing

What is a "Selling System?"

List three or four benefits of using a selling system:

1.

2.

3.

4.

List the four positive results of using the Sandler Selling System:

1.

2.

3.

4.



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Knowledge Testing

List the four steps of the Prospect's System:

1. _____
2. _____
3. _____
4. _____

List the seven steps of the Sandler Selling System:

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____