

SANDLER®



Sandler® Sales Certification Program

An effective, proven, and measurable way to increase sales and success.



Overview

Sandler offers two levels of certification in support of elevating the sales profession. Sandler Essentials Certification is designed to track a participant's knowledge of Sandler principles, skills, and behaviors. Once this is complete, participants can move on to Sandler Expert Certification which focuses on driving outcomes by measuring how well participants can apply Sandler principles, skills, and behaviors to their day-to-day sales activities.

Become a recognized expert in the field, gain a competitive edge, and join a thriving community of sales professionals dedicated to continuous growth.



Essentials

Knowledge Level

To give participants the foundational knowledge of the Sandler Selling System® methodology needed to begin applying its principles in their selling environment.

Features of this certification are:



Instructor-led Training



Supported by an Online Course



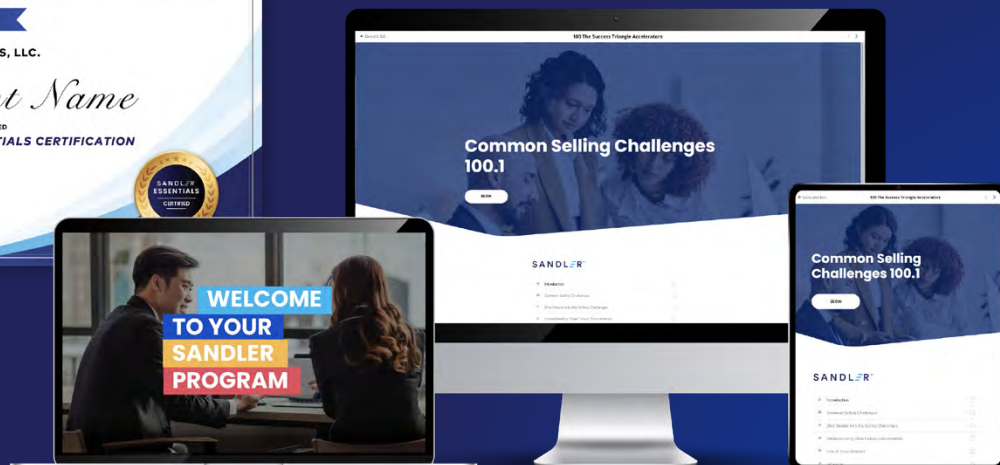
Knowledge Checks and Final Exam



Sales Simulators



Accelerator Reinforcement eLearning



Topics

100

The Success Triangle

Discover strategies for personal growth and success in sales through self-assessment, goal setting, and practical exercises, becoming the architect of your own career advancement.

102

Essential Communication Skills

Learn to forge instant rapport and mutual trust with prospects through effective communication techniques, bypassing small talk for meaningful interactions that foster collaborative relationships.

104

Creating Mutual Agreement

Master the use of Up-Front Contracts to guide sales meetings effectively, ensuring mutual understanding and agreement while establishing a balanced dynamic with your buyers for more productive outcomes.

106

Better Understanding Through Asking Questions

Navigate complex buyer inquiries with strategies that reveal true intentions, maintain sales momentum, and cultivate trust, ensuring you're effectively qualifying leads without falling into the trap of unpaid consulting.

108

Identifying the Decision-Making Process

Navigate the complexity of modern buying processes by identifying key decision-makers, partnering with champions, and aligning your sales approach with the buyer's decision-making journey to close sales more effectively.

101

The Buyer-Seller Dynamic

Transform into a trusted advisor for the modern buyer by mastering a sales methodology that emphasizes empathy, strategic qualification, and efficiency, ensuring success in the digital age.

103

Initiating Buyer-Focused Conversations

Overcome outreach reluctance by cultivating authentic curiosity and crafting compelling 30-second commercials, turning prospecting conversations into no-pressure opportunities and connection with buyers at the first impression.

105

Discovering Buyers' Motivations

Unlock the emotional drivers behind customer decisions by mastering the art of identifying and discussing their pain points, using the Pain Funnel technique to motivate and qualify buyers effectively.

107

Understanding Investment Parameters

Demystify budget conversations with techniques to confidently address financial discussions, move beyond predefined constraints and engage buyers in constructive dialogues about investment parameters and value.

109

Communicating the Solution and Closing the Sale

Master a three-step presentation strategy to ease the pressure of closing deals, incorporating techniques like the thermometer check to gauge closing potential and secure future business through effective qualification and referral gathering.



Expert

Application Level



To ensure that participants who have earned the Essentials Certification apply Sandler strategies and techniques to their selling roles.

Features of this certification are:



Twelve impactful sessions led by Sandler Experts



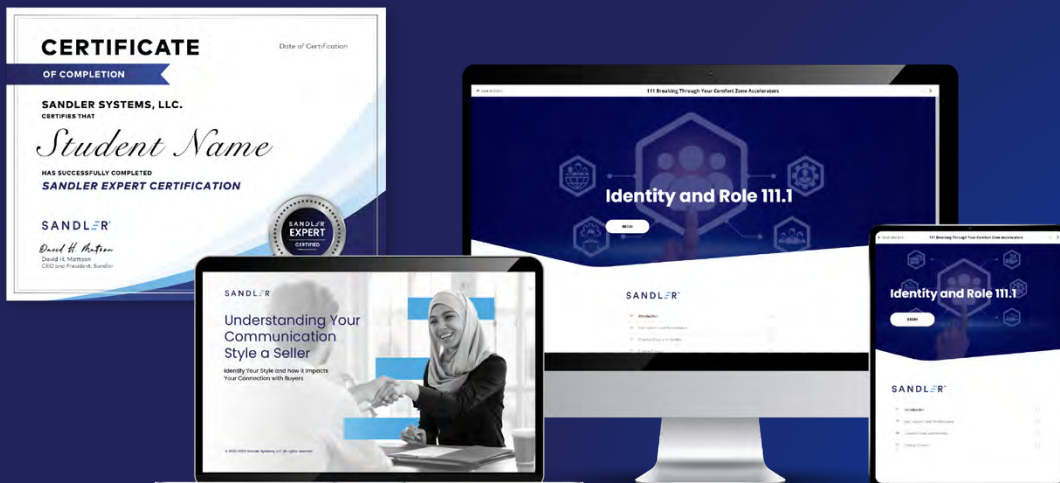
Accelerator Reinforcement eLearning



Competency exercises and role-play demonstrations observed and validated by a Sandler Facilitator



Final competency exam requiring a score of 80 percent or higher



Topics

111

Breaking Through Your Comfort Zone

Explore the crucial link between self-esteem and role performance, learning to distinguish between 'identity' and 'role' to break through comfort zones, replace self-limiting beliefs, and accelerate personal growth and performance.

212

Understanding Your Buyer's Communication Style

Enhance your sales effectiveness by mastering the art of adapting your communication and behavior to match your prospects' DISC styles, leading to more successful interactions and increased rapport.

213

Executing a No-Pressure Call

Master the No-Pressure Call method to navigate high-stakes sales conversations with ease, learning to engage prospects with a compelling narrative and guide them towards a decisive action seamlessly.

206

Uncovering Truth Behind Stalls and Objections

Discover strategies to uncover the truth behind buyer objections, using communication and active listening to distinguish and address legitimate concerns, reducing friction and advancing the sales process.

207

Essential Investment Conversations

Transform your approach to budget discussions by adopting a business mindset, learning to collaboratively shape budget expectations and conduct strategic investment conversations without compromising relationships.

209

Equipping Buyers to Champion Your Solution

Empower your buyers to champion your solution internally by partnering to develop a compelling business case, using tools and strategies that enable them to articulate the value and impact of your solution effectively.

202

Understanding Your Communication Style as a Seller

Gain insights into your behavioral style with DISC to enhance your selling approach, embracing strengths and acknowledging blind spots to adapt and communicate more effectively with diverse clients.

203

Differentiating Through Pattern Interrupt

Learn to stand out in sales conversations through 'Pattern Interrupt,' a strategic method that captures and retains buyer interest with innovative, pressure-free communication techniques.

205

Pain Discovery Workshop

Leverage the neuroscience of emotion to enhance discovery conversations with the Pain Funnel, motivating buyers through incremental commitments and uncovering truths behind vague responses to progress sales.

216

Negative Reverse Selling®

Master the Pendulum Theory and negative reverse questioning to navigate buyer reactance, encouraging autonomous decision-making by guiding conversations strategically to overcome objections and preconceived judgments.

218


Guiding Your Buyer's Decision Process

Adopt the role of an expert consultant to guide B2B buyers through complex decisions, using your expertise to align their journey with your sales process, enhancing credibility and securing future business.

303

Creating Your Prospecting Plan

Craft a detailed prospecting plan that balances leading and lagging indicators, providing a strategic roadmap to navigate the sales landscape and achieve success through targeted strategy development.



Maximize your potential with sales certification from a proven world leader.

At Sandler, we've spent over 50 years helping some of the world's largest companies maximize their sales and profitability. What's driven their success is our methodical and proven approach to selling, backed by psychology. It doesn't rely on quick fixes. Instead, it creates sustainable success by encouraging incremental growth and change over time.

Connect with us to inquire about the Sandler Certification Program today.

About Sandler

Sandler is the worldwide leader in sales, management, and customer service training. We partner with organizations of all sizes, across all industries, to help them improve their revenue performance. Sandler not only provides the initial and advanced strategies and tactics needed to excel, but we also empower your team to develop the attitudes and implement the behavior necessary to reach the highest levels of success.

SANDLER®

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