
Break the Rules and Win More Business

Jeremy Rawitz

President

Sales Strategy Corp

An Affiliate of the



Sandler Sales Institute[®]

180° From Traditional Sales Training_{sm}

347-385-8500

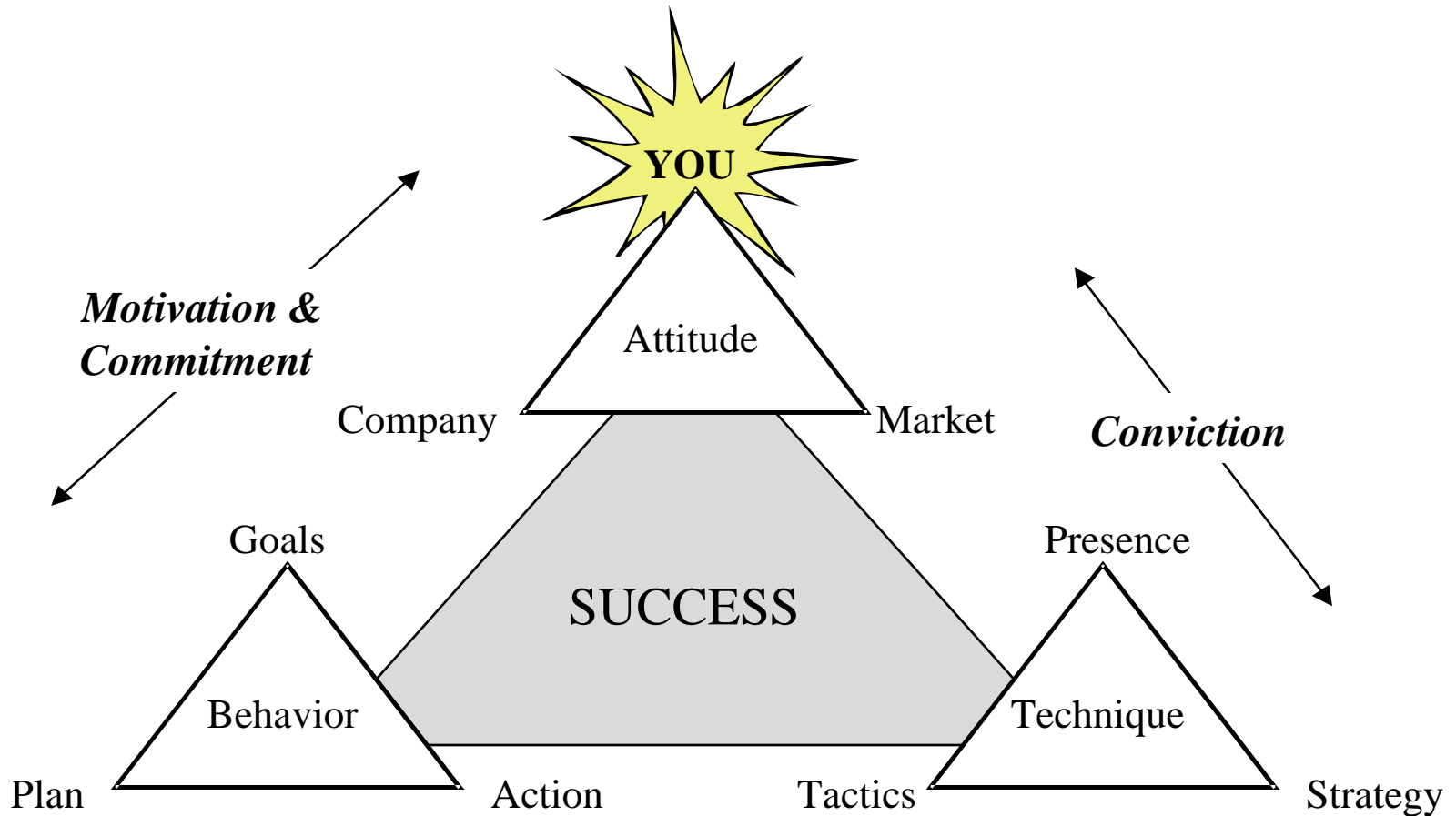
www.ssc.sandler.com

What Type of Seller are you?

Introduce yourself to someone you do not know and tell them what you do without using the personal pronouns below.

- **I**
- **Me**
- **My**
- **Mine**
- **We**
- **We'll**

The Success Triangle



Prospect

■ **Hide**

1. Mislead

■ **Delay**

2. Free Consulting

■ **Free Consulting**

3. Delay

■ **Mislead**

4. Hide

Traditional Sales Person

- **Handle Objections**
 - **Create Interest**
 - **Present**
 - **Close**
1. **Create Interest**
 2. **Present**
 3. **Trial Close**
 4. **Handle Objections**

The Buyer-Seller Dance

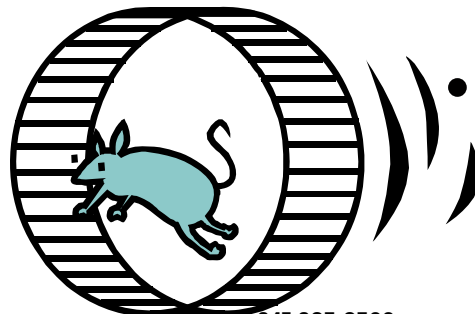
Their “Buying” System

- Mislead You
- Get Your Expertise
- String You Along
- Hide Behind VM



Traditional Selling Approach

- Interest & Qualification
- Presentation and/or Proposal (Features & Benefits)
- Trial Close
- Overcome Stall/Objections
- Trial Close Again

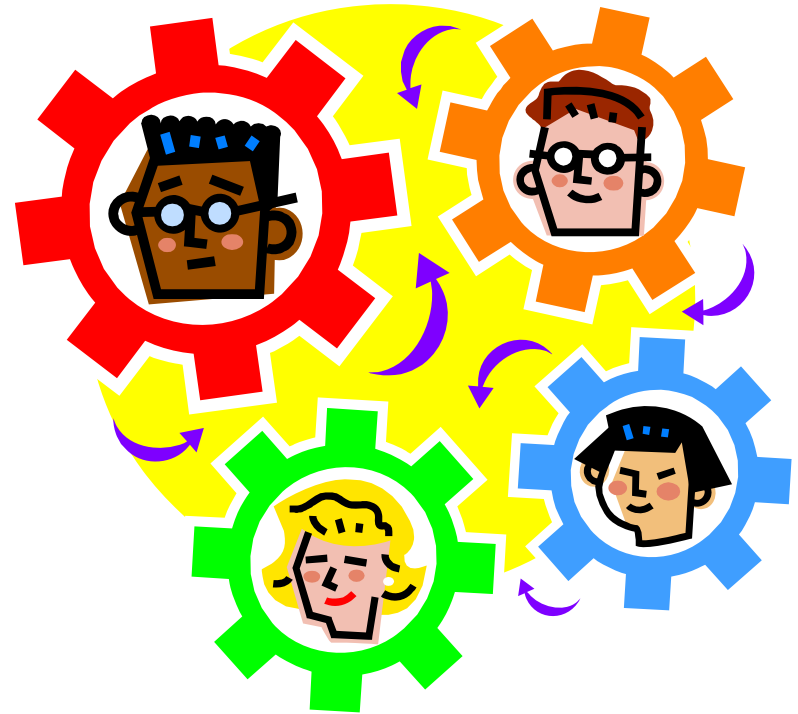


347-385-8500

www.ssc.sandler.com

Why a System?????

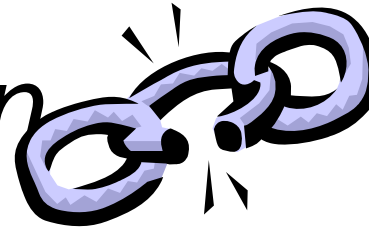
- Who's Got Control?
- Predictable Outcomes:
 - *Yes*
 - *No*
 - *Clear Future*
 - *Lesson*



Sandler System

- **Break the Pattern**
- **Comfortable Mutual Agenda**
- **Compelling Reason for Business**
- **Investment**
- **Decision**
- **Fulfillment**
- **Post Sell**

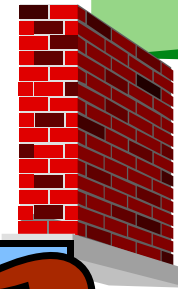
Break the Pattern



- Look & Sound Like Everyone Else...
Get Treated Like Everyone Else!



- Keep the Wall from Forming



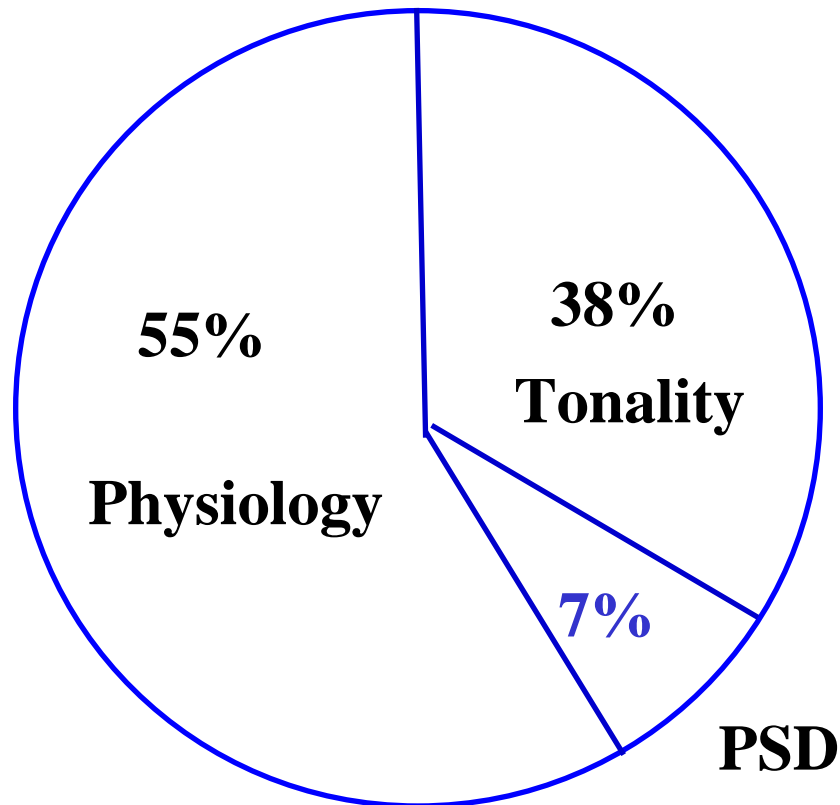
- STOP “SELLING”



NLP

- **Neuro** is a Greek word which is derived from Neuron. That means all behavior is a result of a neurological process.
- **Linguistic** is Latin for lingua, which means language. The combination of Neuro and Linguistic means "the neurological process is represented, ordered and sequenced into models and strategies through language." Therefore, since behavior is a result of a neurological process, it can be controlled and sequenced by language.
- **Programming** means everything can be organized into components and a system.

NLP



5 Senses

1. Taste

2. Sight

3. Hear

4. Smell

5. Touch

Set an “Up-Front Contract”

- Agenda
 - Sets the Tone
 - Controls the Process
 - Creates Mutual Agreement
- Permission to Ask Questions
- Yes or NO is Always Acceptable!
- Build Stronger Rapport



Find the Compelling Reason(s)

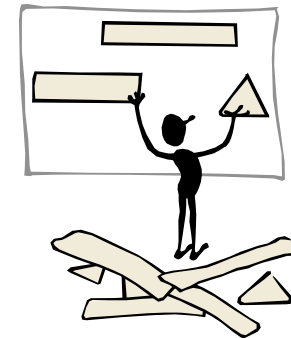
- Their Reasons, Not Yours!
- People Like to Buy, But Hate to be Sold
- People Buy Emotionally!



"PAIN"

Uncover Their “Budget”

- Are they committed to investing the **TIME** required?
- Are they willing to **CHANGE**?
- Are they willing and able to spend the **MONEY**?



Learn Their Decision Process

- How do they make these types of decisions?
- Who (“besides yourself”) needs to be involved?
- When will the decision be made?
- Why are decisions made that way?



This is QUALIFIED!

- They've Revealed their PAIN
- They've Revealed their BUDGET
- They've Revealed their DECISION PROCESS



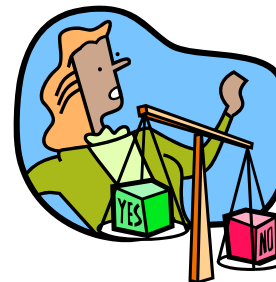
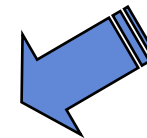
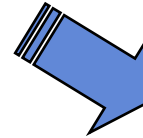
Fulfill Their Vision

- Only Show How You Solve Their PAIN!



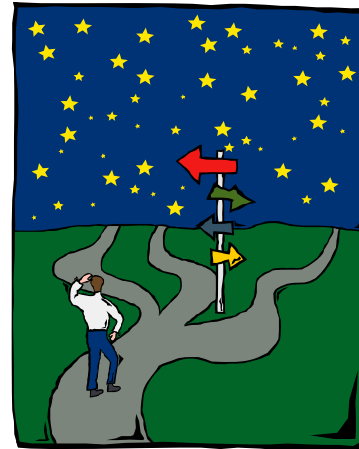
“Never Ask for the Order”

- Set a Solid UFC
- Present Your Solution
- “Test” Along the Way
- Verify the Decision



The Post Sell

- Defend Against Buyer's Remorse



- Future Referrals