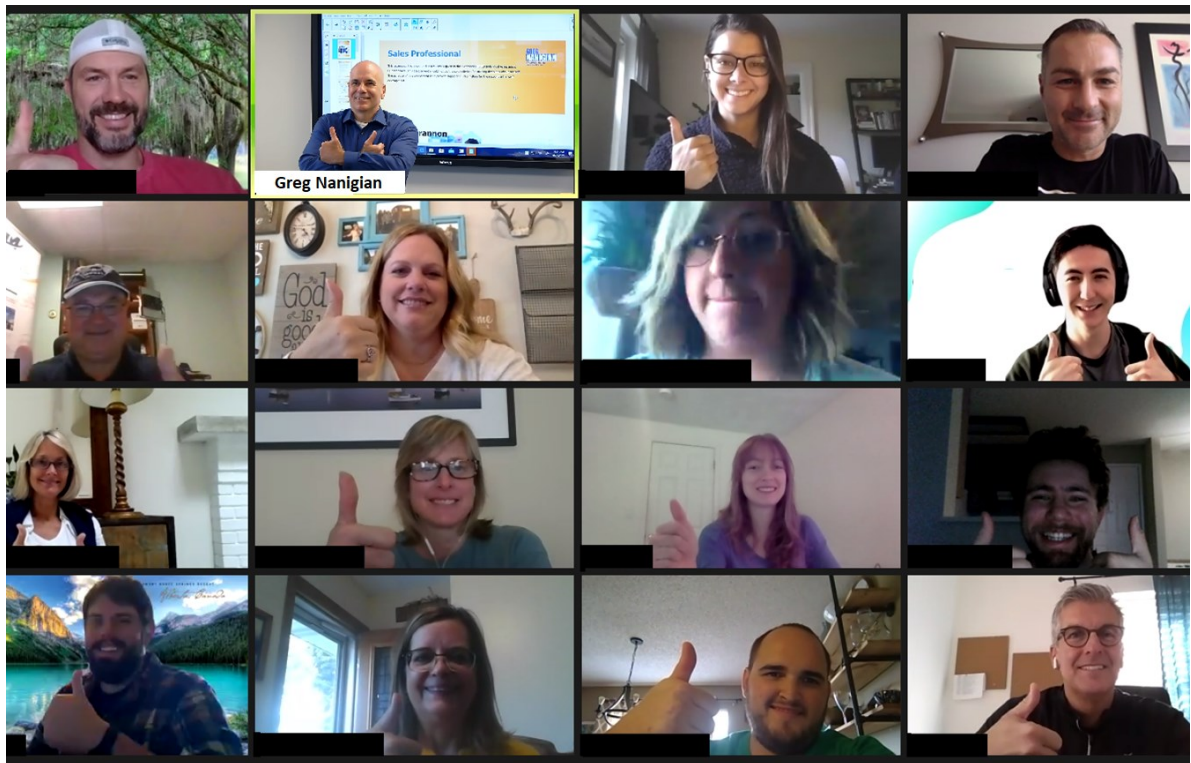


# **Sales Mastery Foundations Strategic Customer Care Leadership Training Program**

## **Training Curriculum**

**Revised January 25, 2023**



10 Post Office Square • Suite 800 • Boston, MA 02109  
400 Washington Street • Suite 302 • Braintree, MA 02184  
117 Kendrick Street • Suite 300 • Needham, MA 02494  
400 TradeCenter Drive, Suite 5900, Woburn, MA 01801  
Telephone (617) 338-0993 • Fax (781) 848-1599

E-mail: [howtoclose@gnatraining.com](mailto:howtoclose@gnatraining.com)

General Information Web Site: [www.gnatraining.com](http://www.gnatraining.com)

Clients may access Sandler Online (SOL) at <https://learn.sandler.com>

Greg Nanigian & Associates, Inc. is an Authorized Licensee of Sandler Training

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- Boston
- Braintree
- Needham
- Woburn
- World-Wide

## Take Charge of Your Destiny



**In sales, nothing is etched in stone. Who and what we become can often be traced back to a single moment of decision. Now is such a moment in your career.**

- ✓ Will you achieve far more than you previously thought possible?
- ✓ Will you soar above the crowd?
- ✓ Will you empower yourself to achieve your goals with confidence and dignity?
- ✓ Are you ready to assume the leadership of the selling process?

**Greg Nanigian & Associates, Inc.** welcomes you to the **Sales Mastery-President's Club**---your first step in sales mastery. Through our unique and comprehensive approach to sales training, you will master the most powerful sales methodology ever developed--the Sandler Selling System®. Tested and refined through decades of front-line sales experience, Sandler training remains as radically innovative today as when it was first conceived. The Sandler Selling System® methodology will forever change the way you approach every aspect of selling, but to do so, it will require real, permanent change on your part.



## Sandler Training



In 1966, David Sandler, founder of Sandler Training, pioneered an extraordinary sales training program for individual sales professionals, small and mid-sized companies, and Fortune 500 corporations. In 1983, Sandler Training expanded its impact in the marketplace by franchising its proprietary training programs. Today, the company in Owings Mills, Maryland, supports the activities of a sales training organization of more than 190 certified trainers and consultants in the United States and Canada.

### **What makes the Sandler Training different from other sales training companies?**

Fundamentally, we provide our clients with much more than motivational "quick fix" sales seminars. The Sandler team agrees with the psychological studies that prove memory fades very quickly. During even the most inspiring seminars, and immediately following, participants "feel good" and plan to put into action the ideas they just heard. But 48 hours later, most people can only remember a few one-liners and power phrases. As a result, no permanent change takes place in their behavior or their performance.

There's a world of difference between this so-called "quick fix" training and the ongoing reinforcement training provided by Sandler Training. Reinforcement takes time, certainly more than one or two days! And it requires committed trainers and clients, working together to achieve all new levels of confidence and success.

**Sandler Training has been awarded the #1 ranking for training programs in "Franchise 500" nine times since 1994.** David Sandler's ideas continue to challenge and inspire even the most seasoned sales executives. And Sandler Training is dedicated to keeping our clients ahead of the curve with innovative new training programs and concepts.

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## Some of our Trainers' Profiles



**Greg Nanigian**

Greg Nanigian is a Sales and Sales Management Trainer, Writer and NASCAR Super Late Model Driver.

Greg Nanigian founded Greg Nanigian and Associates in 1987. GNA's team of trainers conduct Sales and Sales Management Training at client locations locally and overseas as well as at its four training locations in Massachusetts. GNA is an affiliate of Sandler Training which is recognized by INC Magazine as the leading Sales and Management Training organization in the U.S.

Greg Nanigian and Associates has trained Sovereign Bank, Emerson Electric, Grace and Roche Pharmaceuticals. It has led many programs for professional associations including the American Institute of Certified Public Accountants and the International Health and Raquetsports Association. This not to mention thousands of small and mid-size companies including Sentient Jet, Cleary Insurance Agency, Senate Construction, Barber Foods, E&R Uniform Rental, FI Boston, Globe Composite Solutions, New England Reprographics, Swing Labels and Wire Structures Company.

With his dynamic background, salespeople sit on the edge of their seats as they wait to discover what traditional approaches to selling Greg will discard next. He is a highly sought after trainer and is regularly featured as keynote speaker for many businesses and professional associations. People are truly impressed with his 'real world training', perceptiveness and ability to offer a solution, that usually works, to any selling issue. Clients routinely say that becoming a client of Greg Nanigian's was indeed the turning point in their career and for their company!

Contact him at (617) 338-0993 or [greg@gnatraining.com](mailto:greg@gnatraining.com).



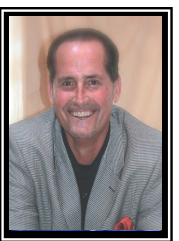
**Jeff Morgenthaler**

Jeff Morgenthaler is a Business Development & Sandler Trainer.

Jeff has over 25 years of experience selling sales systems. He has trained individual salespeople, sales teams and enterprise sales teams worldwide. Companies that Jeff has implemented selling systems and sales training include Automatic Data Processing, AT&T Enterprise Accounts, Dell/EMC, Kronos Inc., Language Scientific, Livingston International and Iron Mountain.

Jeff recently designed and launched a new workshop entitled "No More Cold Calls". The workshop's objective is to train sales teams on how to have a Pain Story conversation to land new meetings.

Contact him at (617) 338-0993 or [jmorgenthaler@gnatraining.com](mailto:jmorgenthaler@gnatraining.com).



**Andrew Botieri**

Andrew Botieri is a Business Development & Sandler Trainer

Andrew has over 25 years and over 60,000 hours of sales coaching and sales management training. He's trained small, medium and large organizations around the country. Andrew is also a published author and featured Keynote speaker.

Focusing on outside and inside sales, including radio, print & online advertising sales. His experiences include National Sales Trainer and Turnaround Specialist for a 400MM advertising sales company in 59 markets, where he won several national awards including Rookie Publisher/ Sales Manager of the Year and Sales Team of the Year. In addition, 3 nominations for Publisher/ Sales Manager of the Year and 3 nominations for Sales Team of the Year; Vice President of Sales & Operations for AllApartments, which he helped take public in August 1998 (now called Move.com). Having had his own sales training company for years he recently decided to join Greg Nanigian and Associates, affiliate Sandler Training as a Sales Associate. He is excited to bring his decades of experience and join the award-winning organization that delivers more hours of sales training per year than any other!

Contact him at (617) 338-0993 or [andrewbotieri@gnatraining.com](mailto:andrewbotieri@gnatraining.com).

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General Information Web Site: [www.gnatraining.com](http://www.gnatraining.com)



## Some of our Staff Profiles



**Jim Voymas**

Jim Voymas is a Zoom Producer and Technical Support Specialist

Jim graduated from Boston University in 2001 in Web Design. He was Sandler trained by and has worked with Greg Nanigian & Associates for 15 years. He takes care of the digital marketing, website maintenance and other technical duties around the office. He provides tutorials for Sandler Online students. Contact him at (617) 338-0993 or [jim@gnatraining.com](mailto:jim@gnatraining.com).



**Yvonne Price**

Yvonne Price is the Office Administrator-Jill of all Trades.

Yvonne has a varied background that includes sales, marketing, senior management in an international computer company as well as sales and training for an international real estate firm. She handles all the office duties and she'll be the one you hear when you call our offices. She will be able to assist you in all the details, such as registering you for a workshop, scheduling calls with Greg, and assisting in obtaining grants for training. Contact her at (617) 338-0993 or [yprice@gnatraining.com](mailto:yprice@gnatraining.com).



**Justin Nichols**

Justin Nichols is a Zoom Producer.

Justin Nichols is a Zoom producer with Greg Nanigian and Associates. He has 15 years of experience managing sound boards, alongside time spent in IT fields. He studied theatre and broadcasting at Massasoit Community College. Contact Justin at (617) 338-0993 or [jnichols@gnatraining.com](mailto:jnichols@gnatraining.com).



**Mike King**

Mike is multitasker at Greg Nanigian & Associates.

He is a Business Development Representative using cutting edge and proven Sandler approaches combined with the most up to date technology to supplement the lead stream. He doubles as a Producer working with GNA's team of trainers to produce the highest quality Live-streamed Workshops available in the World. He likes to work-out and stay fit which energizes him for his high demand roles at GNA! Contact Mike at (617) 338-0993 or [mking@gnatraining.com](mailto:mking@gnatraining.com).



**Flo Rubbo**

Flo Rubbo has performed Accounting/Bookkeeping at Greg Nanigian & Associates since 2005.

Contact Flo at (617) 338-0993 or [bookkeeping@gnatraining.com](mailto:bookkeeping@gnatraining.com).

Live Streamed Mastery Workshops  
are held on Tuesdays & Thursdays

January 2023

1/3/23 from 8:30 a.m. to 10:00 a.m. ET  
**Attitude "Little things make a difference" SCC**

1/10/23 from 8:30 a.m. to 10:00 a.m. ET  
**Pre-Call Planning SCC**  
Your first-time guests are welcome to this workshop.

1/17/23 from 8:30 a.m. to 10:00 a.m. ET  
**10 Mistakes Most Salespeople Make**  
Your first-time guests are welcome to this workshop.

1/24/23 from 8:30 a.m. to 10:00 a.m. ET  
**Questioning Strategies SCC**

1/31/23 from 8:30 a.m. to 10:00 a.m. ET  
**Making Immediate Impact in 30 Seconds**

1/5/23 from 11:30 a.m. to 1:00 p.m. ET  
**Attitude "Little things make a difference" SCC**

1/12/23 from 11:30 a.m. to 1:00 p.m. ET  
**Pre-Call Planning SCC**  
Your first-time guests are welcome to this workshop.

1/19/23 from 11:30 a.m. to 1:00 p.m. ET  
**10 Mistakes Most Salespeople Make**  
Your first-time guests are welcome to this workshop.

1/26/23 from 11:30 a.m. to 1:00 p.m. ET  
**Questioning Strategies SCC**

February 2023

2/7/23 from 8:30 a.m. to 10:00 a.m. ET  
**Protect & Grow Your Key Accounts**  
Your first-time guests are welcome to this workshop.

2/14/23 from 8:30 a.m. to 10:00 a.m. ET  
**Geometry of Success SCC**

2/21/23 from 8:30 a.m. to 10:00 a.m. ET  
**Pipeline Challenges & Closing Clinic**  
Your first-time guests are welcome to this workshop.

2/28/23 from 8:30 a.m. to 10:00 a.m. ET  
**Up Front Contract SCC**

2/2/23 from 11:30 a.m. to 1:00 p.m. ET  
**Making Immediate Impact in 30 Seconds**

2/9/23 from 11:30 a.m. to 1:00 p.m. ET  
**Protect & Grow Your Key Accounts**  
Your first-time guests are welcome to this workshop.

2/16/23 from 11:30 a.m. to 1:00 p.m. ET  
**Geometry of Success SCC**

2/23/23 from 11:30 a.m. to 1:00 p.m. ET  
**Pipeline Challenges & Closing Clinic**  
Your first-time guests are welcome to this workshop.

March 2023

3/7/23 from 8:30 a.m. to 10:00 a.m. ET  
**Negative Reverse Selling**

3/14/23 from 8:30 a.m. to 10:00 a.m. ET  
**The New Success Triangle SCC**  
Your first-time guests are welcome to this workshop.

3/21/23 from 8:30 a.m. to 10:00 a.m. ET  
**Ok / Not Ok SCC**

3/28/23 from 8:30 a.m. to 10:00 a.m. ET  
**Applying Transactional Analysis SCC**

3/2/23 from 11:30 a.m. to 1:00 p.m. ET  
**Up Front Contract SCC**

3/9/23 from 11:30 a.m. to 1:00 p.m. ET  
**Negative Reverse Selling**

3/16/23 from 11:30 a.m. to 1:00 p.m. ET  
**The New Success Triangle SCC**  
Your first-time guests are welcome to this workshop.

3/23/23 from 11:30 a.m. to 1:00 p.m. ET  
**Ok / Not Ok SCC**

3/30/23 from 11:30 a.m. to 1:00 p.m. ET  
**Applying Transactional Analysis SCC**

Live streaming workshops will be recorded.

**NOTE: Advance registration is required. Click on the blue links to register.**

For registration assistance call (617) 338-0993 or e-mail [cs1@gnatraining.com](mailto:cs1@gnatraining.com)

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

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Live Streamed Mastery Workshops  
are held on Tuesdays & Thursdays

April 2023	4/4/23 from 8:30 a.m. to 10:00 a.m. ET <a href="#">Prospecting 5 x 5</a>	4/6/23 from 11:30 a.m. to 1:00 p.m. ET <a href="#">Prospecting 5 x 5</a>
	4/11/23 from 8:30 a.m. to 10:00 a.m. ET <a href="#">The Contrarian Salesperson</a>	4/13/23 from 11:30 a.m. to 1:00 p.m. ET <a href="#">The Contrarian Salesperson</a>
	4/18/23 from 8:30 a.m. to 10:00 a.m. ET <a href="#">Uncovering Your Prospect's PAIN SCC</a>	4/20/23 from 11:30 a.m. to 1:00 p.m. ET <a href="#">Uncovering Your Prospect's PAIN SCC</a>
	4/25/23 from 8:30 a.m. to 10:00 a.m. ET <a href="#">Breaking Through Your Comfort Zone SCC</a>	4/27/23 from 11:30 a.m. to 1:00 p.m. ET <a href="#">Breaking Through Your Comfort Zone SCC</a>
May 2023	5/2/23 from 8:30 a.m. to 10:00 a.m. ET <a href="#">Hanging Tough on the Money Step SCC</a>	5/4/23 from 11:30 a.m. to 1:00 p.m. ET <a href="#">Hanging Tough on the Money Step SCC</a>
	5/9/23 from 8:30 a.m. to 10:00 a.m. ET <a href="#">Business Doubler</a>	5/11/23 from 11:30 a.m. to 1:00 p.m. ET <a href="#">Business Doubler</a>
	5/16/23 from 8:30 a.m. to 10:00 a.m. ET <a href="#">Building Confidence with I/R Theory SCC</a>	5/18/23 from 11:30 a.m. to 1:00 p.m. ET <a href="#">Building Confidence with I/R Theory SCC</a>
	5/23/23 from 8:30 a.m. to 10:00 a.m. ET <a href="#">Next Level Communication SCC</a>	5/25/23 from 11:30 a.m. to 1:00 p.m. ET <a href="#">Next Level Communication SCC</a>
	5/30/23 from 8:30 a.m. to 10:00 a.m. ET <a href="#">Pipeline Challenges &amp; Closing Clinic SCC</a>	
June 2023		6/1/23 from 11:30 a.m. to 1:00 p.m. ET <a href="#">Pipeline Challenges &amp; Closing Clinic SCC</a>
	6/6/23 from 8:30 a.m. to 10:00 a.m. ET <a href="#">Active Listening SCC</a>	6/8/23 from 11:30 a.m. to 1:00 p.m. ET <a href="#">Active Listening SCC</a>
	6/13/23 from 8:30 a.m. to 10:00 a.m. ET <a href="#">The New Success Triangle SCC</a>	6/15/23 from 11:30 a.m. to 1:00 p.m. ET <a href="#">The New Success Triangle SCC</a>
	6/20/23 from 8:30 a.m. to 10:00 a.m. ET <a href="#">Ok / Not Ok SCC</a>	6/22/23 from 11:30 a.m. to 1:00 p.m. ET <a href="#">Ok / Not Ok SCC</a>
	6/27/23 from 8:30 a.m. to 10:00 a.m. ET <a href="#">Applying Transactional Analysis SCC</a>	6/29/23 from 11:30 a.m. to 1:00 p.m. ET <a href="#">Applying Transactional Analysis SCC</a>

Live streaming workshops will be recorded.

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Live Streamed Foundations Workshops  
are held on Mondays

January 2023	3:00 p.m. to 4:30 p.m. ET 1/9/23 <a href="#">Why Have a System?</a>
	3:00 p.m. to 4:30 p.m. ET 1/16/23 <a href="#">Behavior Attitude and Technique</a>
	3:00 p.m. to 4:30 p.m. ET 1/23/23 <a href="#">DISC Communication</a>
	3:00 p.m. to 4:30 p.m. ET 1/30/23 <a href="#">Up-Front Contracts</a>
February 2023	3:00 p.m. to 4:30 p.m. ET 2/6/23 <a href="#">Uncovering Pain</a>
	3:00 p.m. to 4:30 p.m. ET 2/13/23 <a href="#">Budget Step</a>
	3:00 p.m. to 4:30 p.m. ET 2/20/23 <a href="#">Decision, Fulfillment and Post-Sell</a>
	3:00 p.m. to 4:30 p.m. ET 2/27/23 <a href="#">Prospecting 1</a>
March 2023	3:00 p.m. to 4:30 p.m. ET 3/6/23 <a href="#">Prospecting 2</a>
	3:00 p.m. to 4:30 p.m. ET 3/13/23 <a href="#">Why Have a System?</a>
	3:00 p.m. to 4:30 p.m. ET 3/20/23 <a href="#">Behavior, Attitude and Technique</a>
	3:00 p.m. to 4:30 p.m. ET 3/27/23 <a href="#">DISC Communication</a>

Live streaming workshops will be recorded.

**NOTE: Advance registration is required. Click on the blue links to register.**

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Live Streamed Leadership Training Program  
Workshops are held on last Thursday of the month

<b>Jan</b>	9:30 a.m. to 11:00 a.m. ET 1/26/23 <a href="#">What are the top 24 skills that make a great Leader?</a>
<b>Feb</b>	9:30 a.m. to 11:00 a.m. ET 2/23/23 Leadership Training Program TBD
<b>Mar</b>	9:30 a.m. to 11:00 a.m. ET 3/30/23 <a href="#">Coaching to Win</a>
<b>Apr</b>	9:30 a.m. to 11:00 a.m. ET 4/27/23 <a href="#">Mentoring to Win</a>
<b>May</b>	9:30 a.m. to 11:00 a.m. ET 5/25/23 <a href="#">Applying DISC in Leadership for Improved Results</a>
<b>Jun</b>	9:30 a.m. to 11:00 a.m. ET 6/29/23 Leadership Training Program TBD
<b>Jul</b>	9:30 a.m. to 11:00 a.m. ET 7/27/23 Leadership Training Program TBD
<b>Aug</b>	9:30 a.m. to 11:00 a.m. ET 8/31/23 Leadership Training Program TBD
<b>Sep</b>	9:30 a.m. to 11:00 a.m. ET 9/28/23 Leadership Training Program TBD
<b>Oct</b>	9:30 a.m. to 11:00 a.m. ET 10/26/23 Leadership Training Program TBD
<b>Nov</b>	9:30 a.m. to 11:00 a.m. ET 11/30/23 <a href="#">Retain and Grow Team Members with Transactional Analysis</a>
<b>Dec</b>	9:30 a.m. to 11:00 a.m. ET 12/21/23 Leadership Training Program TBD

Live streaming workshops will be recorded.

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## No More Cold Calls Workshop & Networking Event

**Join us **virtually** on Wednesday,  
February 8th from 9:00am - 1:30pm ET  
by [registering here](#).**

**Join us **in person** on Wednesday,  
February 8th from 9:00am - 1:30pm ET  
by [registering here](#).**

**Join us **virtually** on Thursday, February  
16th from 9:00am - 1:30pm ET  
by [registering here](#).**

**Join us **in person** on Thursday, Febru-  
ary 16th from 9:00am - 1:30pm ET  
by [registering here](#).**

**No More Cold Calls Workshop & Networking - in person or virtual Event!** Come join us on February 8th or February 16th. It will take place from 9:00am to 1:30pm ET at Sandler Affiliate Greg Nanigian & Associates training center in Braintree, MA as well as virtually. You will meet owners, chief executives, and sales professionals from different industries and backgrounds. In the workshop portion participants will learn how to develop a prospecting system which produces a consistent, predictable number of leads that can be converted into sales. If you have a plan and proven techniques, your consistent activity will prove successful. We are offering a \$150.00 discount off the price of \$295.00 for the first 15 that register. So, your net cost is \$145.00. Register today and receive a free copy of the 189-page book "Why People Buy" by Greg Nanigian. It's packed with tools and techniques to book more appointments and sell more easily.

### Agenda

9:00am ET - 10:00am ET

1-hour networking event and continental breakfast available at the training center.

10:00am ET - 12:30pm ET

No More Cold Calls Workshop

12:30pm ET - 1:30pm ET

1-hour networking/Q&A session with lunch served at the training center.

### What Topics are Covered?

- Why prospect and when?
- Five-step process for setting appointments by telephone and email
- Prospecting rules
- Prospecting do's and don'ts
- Stages of the No-Pressure Client Development Call
- How to get more qualified appointments
- How to effectively introduce yourself
- How to get the prospect talking
- How to tell your 30-second PAIN story
- How to escape from "Voicemail Jail" and get more calls returned
- How to confidently get past the gatekeepers and connect with decision makers
- How to overcome stalls and objections

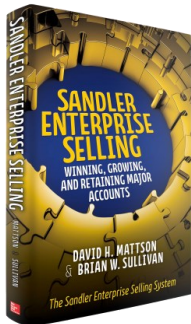
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General Information Web Site: [www.gnatraining.com](http://www.gnatraining.com)

Live Streamed Executive Enterprise Selling and  
Account Planning Series Flyovers are on Thursdays

11:30 a.m. to 12:30 p.m. ET  
2/23 [Executive Enterprise Selling and Account Planning Series Flyover](#)  
Facilitated by Greg Nanigian Producer (B) Jim Voymas

11:30 a.m. to 12:30 p.m. ET  
3/2 [Executive Enterprise Selling and Account Planning Series Flyover](#)  
Facilitated by Greg Nanigian Producer (B) Jim Voymas

11:30 a.m. to 12:30 p.m. ET  
3/9/23 [Executive Enterprise Selling and Account Planning Series Flyover](#)  
Facilitated by Greg Nanigian Producer (B) Jim Voymas



**Sandler Enterprise Selling**

Competitively pursuing large, complex accounts is perhaps the greatest challenge for selling teams. To keep treasured clients and gain new ones, you need a system to win business. Written by David Mattson & Brian Sullivan. \$29.95

Live streaming workshops will be recorded.

**NOTE: Advance registration is required. Click on the blue links to register.**

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Live Streamed Executive Enterprise Selling and  
Account Planning Series Workshops are on Thursdays

11:30 a.m. to 1:00 p.m. ET  
3/16 [Communicating with DISC Part I](#)  
Facilitated by Greg Nanigian Producer (B) Jim Voymas

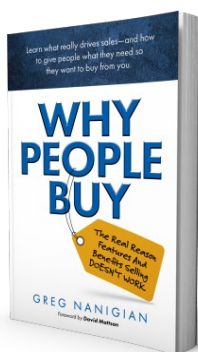
11:30 a.m. to 1:00 p.m. ET  
3/23 [Communicating with DISC Part II](#)  
Facilitated by Greg Nanigian Producer (B) Jim Voymas

11:30 a.m. to 1:00 p.m. ET  
3/30 [Political Mapping Part I](#)  
Facilitated by Greg Nanigian Producer (B) Jim Voymas

11:30 a.m. to 1:00 p.m. ET  
4/6 [Political Mapping Part II](#)  
Facilitated by Jeff Morgenthaler Producer (B) Jim Voymas

11:30 a.m. to 1:00 p.m. ET  
4/13 [Account Planning Part I](#)  
Facilitated by Jeff Morgenthaler Producer (B) Jim Voymas

11:30 a.m. to 1:00 p.m. ET  
4/20 [Account Planning Part II](#)  
Facilitated by Jeff Morgenthaler Producer (B) Jim Voymas



### Why People Buy

Filled with real-world tactics for successful prospecting, qualifying, deal-making, closing, and referral generation. Written by Greg Nanigian. \$19.95

Live streaming workshops will be recorded.

**NOTE: Advance registration is required. Click on the blue links to register.**

For registration assistance call (617) 338-0993 or e-mail [cs1@gnatraining.com](mailto:cs1@gnatraining.com)

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

117 Kendrick Street • Suite 300 • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

## Sandler Online Portal Subscription

**A Portal of Real World podcasts, courses and more to sales success!**

**Here's a video tour of Sandler Online Portal:** <https://bit.ly/SandlerOnlineTour>

### **What Sandler Online IS:**

- A tool that will increase the "Touch Rate" for Sandler by adding to the classroom, CD, field experience, and coaching methods of reinforcement.
- A Sandler content and training tool for sales team members.
- A Sandler content and training tool for those who are involved in the Sales Process but may not be on the front line (Customer Support, Sales Engineers, Managers from other departments, and part-time representatives for example).
- A tool for remote training that **you may customize with your own sales training videos.**
- A tool for Managers who cannot attend Sales Mastery-President's Club on a regular basis but need to be in the loop.

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### **Here is what you get with a Sandler Online® License:**

1. Resource Center: Hundreds of topics on sales and sales management – audio, video, pdf workbooks. In total 10,000 hours of just in time learning.
2. Course Presentations: Online university style courses. Multi-media, stunning visuals, audio, video, test your knowledge quizzes at the end of each lesson.
3. Management Dashboard: Create training paths and view detailed reports on usage and reports on test results for each person in your organization who has a Sandler Online® license.
4. Login from wherever: Office computer, laptop, mobile device, sitting outside prospect's parking lot, home, etc.
5. You may add your own content for customized training for your sales team!

## Sandler Foundations Series

### What is the Sandler Foundations Series?

The Sandler Foundations Series is a nine-week, nine-session program that introduces participants to the elements of the behaviors, attitudes and techniques that make up the Sandler Selling System. Each weekly 90-minute session is instructor-led, participant centered, highly interactive, fun, and packed with content. Sessions are designed to introduce core concepts of the methodology, provide tangible strategies and tactics that can be implemented in a real-world setting.

### What Topics are Covered?

- Secrets of the Buyer/Seller Relationship & “Why have a System?”
- Setting the Ground Rules for an Effective Interactions
- Uncovering the Reasons for Doing Business
- Uncovering the Prospect’s Willingness and Ability to Invest in Your Solution
- Discovering and Helping Guide Your Prospect’s Decision-Making Process
- Closing the Sales with No Pressure
- Optimize Your Mindset and Beliefs
- Prospecting Techniques
- Prospecting Role Play



## Sandler Foundations Series

### What are the Topics About?

- **Introduction: Secrets of the Buyer/Seller Relationship & “Why have a System?”**

There are underlying reasons that sales can often be so challenging. Understanding those reasons, and having a systematic approach to overcome them, can ensure improved results.

- **Setting the Ground Rules for an Effective Interaction**

The Sandler Up-Front Contract is a powerful tool for creating mutual control over the sales interaction.

- **Uncovering the Reasons for Doing Business**

People only buy when there are compelling and often emotional reasons to do so. Uncovering those reasons requires effective nurturing and questioning strategies.

- **Uncovering the Prospect’s Willingness and Ability to Invest in Your Solution**

Salespeople tend to talk about money (and other aspects of the investment) either too early or too late in the process. It is imperative to learn how and when to effectively discuss the prospect’s budget.

- **Discovering and Helping Guide Your Prospect’s Decision-Making Process**

What is the process your prospects use when investing in products or services like yours? Top salespeople know how to influence that process to give them a competitive advantage.

- **Closing the Sale with No Pressure**

At Sandler, we believe that pressuring prospects to buy is both ineffective and inappropriate. Our system allows the buyer to choose to move forward without pressure.

- **Optimize Your Mindset and Beliefs**

While proper sales tactics and behaviors are important, a salesperson’s attitudes and beliefs are also key factors in their ultimate success or failure.

- **Prospecting Techniques**

To meet their goals, salespeople need to be in front of enough prospective clients for new or expanded business. Top salespeople have a diversity of effective prospecting approaches.

- **Keys to Building a Sustainable Business Relationship**

Salespeople must learn how to effectively build rapport and mutual comfort with people of both similar and differing communication styles relative to their own.

## Training Courses

### **The Sales Mastery-President's Club**

As a Business Owner, Senior Sales Manager, General Manager or Sales Professional, where can you go to meet others and discuss the issues we face in today's competitive environment? Who helps you solve the business issues faced by your organization?

The Sales Mastery-President's Club provides continuous, ongoing reinforcement training. Under this program, Sandler trainers provide an average of 30 hours of training monthly for a period of up to one year and, in many cases, beyond. During that time, you are able to attend as your schedule and needs dictate. Each client receives a comprehensive Sales Mastery-President's Club self-study kit to reinforce what is being taught in the workshops. Clients also get Sandler Training's bimonthly newsletter, "The Sales Mastery-President's Club Report."

Sales Mastery-President's Club is not a place. It's not a meeting. It's a dynamic learning experience featuring mutual support and on-going training. You find the best solutions to the toughest problems...you won't just learn new sales skills, you'll build new life skills.

### **Corporate "In-House" Programs**

For larger companies, we provide customized, "in-house" training programs designed to take your sales team to the top! It's a revolutionary sales approach that already has changed the way hundreds of corporations and tens of thousands of sales professionals practice the business of selling. We focus heavily on reinforcement training ... prolonged on-site support from skilled trainers and consultants who help sales people do the difficult work of changing the sales habits of a lifetime. This is sales training from the manager's point of view. We replace quick-fix, high priced motivational speakers who fly into town to "pump your people up" with local sales consultants who are committed to your long-term success. We take the time to work with your people to master the sales skills they need to take them to the top of their profession.

### **Sandler Management Solutions Program**

This program is designed for Presidents, Business Owners, and Managers who have direct responsibilities for recruiting, motivating, managing, directing, and leading a team of people. Sandler Management Solutions is an intensive program with participants committing to a minimum 12 months of education. The program involves a combination of monthly workshops, role playing, on-going reinforcement, and hands-on coaching. You and your team will prosper and profit as you learn to more effectively manage your people, manage your resources, and manage your bottom line profit.

### **Customized Sandler Training Programs**

Consult your local Sandler trainer for more information regarding the customized training programs. Sandler can customize a program to fit your needs and budget.

### **Sales and Sales Management Assessment and Screening**

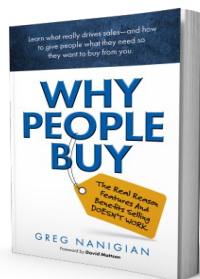
There are many reasons to evaluate your existing sales force as well as potential sales candidates -- the most compelling of which is the need to grow. To succeed, you must find out which of your people can really take you to the levels you must achieve. Not personality or psychologically based (like virtually all other tests), our nationally acclaimed assessment tools identify hidden strengths and weaknesses and not only determine if sales people and managers will sell consistently, but also accurately predict whether they'll be able to execute the skills they do possess.

### **Strategic Customer Care Program (SCC)**

The modern business landscape is strewn with the remains of high-minded quality enhancement programs that failed because of insufficient follow through. Strategic Customer Care is different. Our unique reinforcement-based program leads people through the steps they need to develop the skills that are critical for top notch customer service. This program is a must for any company that wants its customer service or support people to keep, grow and develop long-term, profitable business partnerships.

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General Information Web Site: [www.gnatraining.com](http://www.gnatraining.com)

Ask your trainer how to get your copy today!



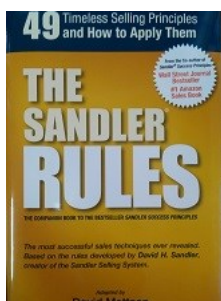
### Why People Buy

Filled with real-world tactics for successful prospecting, qualifying, deal-making, closing, and referral generation. Written by Greg Nanigian. \$19.95



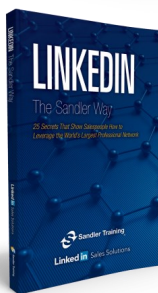
### The Sales Coach's Playbook

The bestselling, definitive playbook for effective sales coaching, based on proven principles of the Sandler Selling System. Written by Bill Bartlett. \$24.95



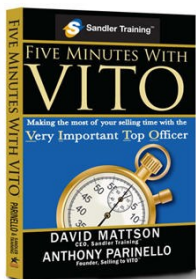
### The Sandler Rules: 49 Timeless Selling Principles and How to Apply Them

Filled with real-world tactics for successful prospecting, qualifying, deal-making, closing, and referral generation. Written by Sandler Training CEO David Mattson. \$24.95



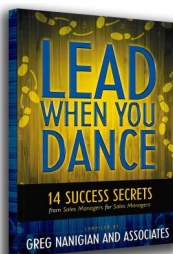
### LinkedIn the Sandler Way

25 Secrets that Show Salespeople How to Leverage the World's Largest Professional Network is a must-have book for any professional salesperson. Written by Sandler Training and LinkedIn Sales Solutions. \$19.95



### Five Minutes With VITO®

Definitive guide for salespeople who want to start where they belong... at the Top! Written by Sandler Training CEO David Mattson and Anthony Parinello. \$14.95



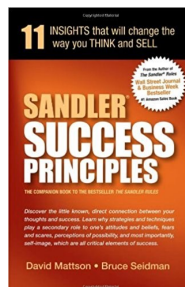
### Lead When You Dance

This book shares fourteen classic, field-tested Sandler concepts that will help sales managers to be proactive in such areas as hiring, retention and motivation. Compiled by Greg Nanigian and Associates. \$19.95



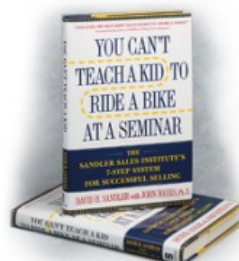
### Close the Deal

Includes a comprehensive list of successful strategies to close a deal. Written by Sam Deep and Lyle Sussman with Sandler Training. \$16.95



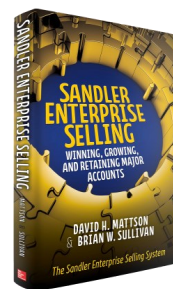
### Sandler Success Principles

Discover the 11 insights that will change the way you think and sell. Improve performance through self-awareness and relationships. Excel at selling by overcoming the root causes of negative behaviors. \$16.95



### You Can't Teach a Kid To Ride a Bike at a Seminar

Learn to master the seven key sales principles of the Sandler Selling System - and how and when to use them. Written by David H. Sandler and John P. Hayes. \$23.95



### Sandler Enterprise Selling

Competitively pursuing large, complex accounts is perhaps the greatest challenge for selling teams. To keep treasured clients and gain new ones, you need a system to win business. Written by David Mattson & Brian Sullivan. \$29.95

## Directions and Parking

### **BRAINTREE - 400 Washington St. • Suite 302 • Braintree, MA 02184**

**FROM BOSTON VIA ROUTE 3S:** The Southeast Expressway, I-93 South. Follow South until you approach the split of Route 3S Cape Cod and Route 128N Dedham. Bear left to Route 3S and get into the right lane. Take the first exit, which comes up on the right very quickly (Braintree, Washington St., Quincy T Station). Bear right until you get to traffic lights which is Washington Street. Take a right at the lights and follow for .4 miles.

**FROM PLYMOUTH VIA ROUTE 3N:** Follow Route 3N to Exit 17 (Union St., Braintree). Follow the off ramp around the rotary and under Route 3. Bear right under the bridge and get off rotary just before Motel 6. Follow straight through the lights to the top of the hill. At the lights at the top of the hill, take a right onto Washington Street. Follow for about 1 mile.

**FROM WALTHAM VIA ROUTE 128/I-95:** Follow Route 128S until you approach the split of Route 3S and Route 3N. Follow Route 3S and take the very first exit (Exit 18, Braintree, Washington St., Quincy T Station). Follow the off ramp and bear right until you get to the first set of lights which is Washington Street. Take a right at the lights and follow for .4 miles.

**BY RED LINE FROM BOSTON:** Take Red Line to Braintree Station (it will cost you one token to exit the station.) You can do one of three things: TAKE A TAXI FROM THE STATION. We're about 3-4 minute ride away. LOOK FOR BUS #230 going to Quincy Center. We're about 5 minutes away by bus. Depending on time of day, this bus only runs once an hour -- ask driver to let you off at 400 Washington Street. WALK from the station. We're about 20-25 minutes away. Come out of "T" building and take a left. Follow foot path 3/4 of way out of the station. Go down staircase at left and take a left. Cross street when safe to do so. At top of the street you will be looking at Thayer Academy. Take a right. You are now on Washington Street. Landmarks to look for: Texaco (on left), First Baptist (on right), Mortimer J. Peck Funeral Home (on right), Hugs Plus (on right), look for two white office buildings side by side. You want the second building (across from Rockland Trust). We are on the third floor, suite #302.

### **WOBURN - Cummings Executive Suites • 400 TradeCenter Drive • Suite 5900 • Woburn, MA 01801**

**FROM THE NORTH:** Take Route I-93 South to Route I-95 South. Take exit 35 from I-95 South.

**FROM THE SOUTH:** Follow I-93 N to MA-38 N/Main St in Woburn. Take exit 35 from I-95 South Continue on MA-38 N/Main St. Take Elm St to Tradecenter Dr.

### **WOBURN - Cummings Executive Suites • 800 West Cummings Park • Suite 4750 • Woburn, MA 01801**

**FROM THE NORTH:** Take Route I-93 North to Exit 36 for Montvale Ave toward Stoneham. Turn left onto Montvale Ave. In 1.3 miles, turn right onto Washington Street. West Cummings Park is on the left. Go to the 4th floor and Suite 4750.

**FROM THE SOUTH:** Take Route I-95 North (Route 128 North). Take exit 36 toward Washington St/Woburn. Merge onto Mishawum Road. Turn right onto Washington Street. West Cummings Park is on the right. Go to the 4th floor and Suite 4750.

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Telephone (617) 338-0993 • Fax (781) 848-1599  
E-mail: [howtoclose@gnatraining.com](mailto:howtoclose@gnatraining.com)



## Directions and Parking

### **BOSTON - 200 Clarendon St. • 19th Floor • Boston, MA 02116**

**FROM ROUTE 1/TOBIN BRIDGE (SOUTHBOUND):** Get on US-1 S to Boston. Take the MA-3 N exit toward MA-28 S/Storrow Drive. Keep right to continue on MA-28 S, follow signs for Storrow Drive W. Take the Beacon Street exit toward Copley Square/Back Bay. Use the right 2 lanes to turn right onto Beacon St. Turn left at the 2nd cross street onto Clarendon St.

**FROM I-93 (SOUTHBOUND):** Get on I-93 S to Boston. Take exit 26 for MA-3 N toward MA-28 S/Storrow Drive. Keep right to continue on MA-28 S, follow signs for Storrow Drive W. Use the left lane to take the Beacon Street exit toward Copley Square/Back Bay. Turn left onto Arlington St. Turn right onto Commonwealth Avenue. Turn left at the 2nd cross street onto Clarendon St.

**FROM I-93 (NORTHBOUND):** Take I-93 N to I-93 Frontage Road in Boston. Take exit 18 from I-93 N toward Mass Ave/Roxbury. Use the left 2 lanes to turn left onto W 4th St. Continue onto E Berkeley St. Turn left onto Stanhope St. Turn right onto Trinity Pl.

**FROM 128/I-95 (NORTHBOUND):** Follow directions for I-93 Northbound.

**FROM MASS PIKE (EASTBOUND):** Follow I-90 E/Massachusetts Turnpike to Stuart Street in Boston. Take exit 22 from I-90 E/Massachusetts Turnpike. Follow Stuart Street to Clarendon St.

**FROM THE SUBWAY ("T"):** The closet stop is Green Line Copley. From there walk 0.4 mile heading south on Dartmouth St toward Boylston St . Turn left onto Stuart St . Building is on your left.

**PARKING:** Garages are located at 100 Clarendon St. and 200 Stuart St.

**BUILDING:** You must register before arrival to pass security desk.



## Some of our Clients

AA Will Material (landscaping supplies)	Express It Logistics (shipping service)	Net Lease Capital Advisors LLC
ABT Associates	F1 Boston	New England Build and Restore
Acumentrics (power supplies)	Factory Paint	New England Controls
Accutech (packaging equipment & supplies)	Father Bills & Mainspring	New World Realty (real estate)
AE Ventures (trade show management)	Gallery Homes Pleasant Realty (real estate)	New York Life Insurance Co.
A Healthy Balance (health and nutrition)	George Washington Toma Appliances	Palace Manufacturing
A Phone Jack Systems	Gianno & Freda Financial	Power Systems Sales and Service
ACT Leasing (auto)	Globe Composite Solutions	Premier Fence
Aflac (insurance)	Goloboy CPA	Pride Environmental
AirGraphics	Good Brothers Ford and Dodge	Project Save (non-profit organization)
Allied Industries	Goodrich Lumber	Prudential Securities
Allmerica Financial	Gourmet Caterers	Quintana Supply
Anova	Greenscape Inc.	Radius Financial Group
Applied Communications Tech	Gryphon Networks (noise engineering)	Raid Inc., (systems integrator)
Applied Image Reprographics	H. T. Berry & Company Inc.	Real Property Management (real estate)
Appointment Setters	Hartney Greymont	Realty World (real estate)
Artistic Blossoms	Health Markets	Reiser
Associates Realty (real estate)	Heritage Coffins	Resolve Technology (software)
AzimaDLI (manufacturing monitoring)	Home & Business Services Unlimited	Rexel/Munro Energy (electrical supply)
Aware Manager	Home Run Realty (real estate)	Riverside Realty Associates (real estate)
Bamboo Gardens Acupuncture	Homevestors	Roche Pharmaceuticals
Barber Foods	Horizon Graphics	Rodman Insurance, Inc.
BayNets Safety Systems	Howell Packaging	Roomscapes (remodeling)
Baystate Properties (real estate)	Int'l Health & Racquet Sports Assoc.	RPC Packaging
Bierbrier Development, Inc.	J. Hillburn	Salhaney Insurance Agency
Bill Shea's Counter Tops	Jack Conway Realty (real estate)	Senate Construction
Boston Business Journal	Jameson & Company	Sentient Jet, LLC
Bower Manufacturing	Jet-A-Way Waste Management & Recycling	Shiretown Glass & Home Improvement
Bridgemedica, LLC	John Hancock Mutual Life	Sigma7 Group
Brookside Properties	Johnson Compounding (medications)	SmartPak (horse supplements)
Bump Realty (real estate)	Keller Williams (real estate)	Smith Barney
CC-Technologies	Kennedy Carpet	Sovereign Bank
CDS Business Mapping	Key Controls, Inc.	Stone Street Financial
Central Ceilings, Inc.	LAN Information Systems	Sullivan & Co Realty (real estate)
Central Computer	Lamb Insurance Agency	Synergistics, Inc.
Centric Consulting	Latson Leadership Group	Swimming Pool and Spa Group
Century 21 (real estate)	Lehman-Millet	T & K Enterprises
Chubb Group of Insurance Cos.	L.F. O'Leary Company	Tech Environmental
Cigna Financial Advisory	Litton Computer Service	Tekscan INC.
C.J. McCarthy Insurance Agency, Inc.	Loews Cineplex	The Alternative Board (business coach)
Cleaves Company	Mac-Gray	The Computer Merchant, Ltd.
Coan Oil	Madico	The House Company
Coldwell Banker (real estate)	Malcolm & Parsons Insurance Agency	TIE Kinetix (E-Commerce Solutions)
Cress and Company Realty (real estate)	Mansard Commercial Properties (real estate)	TOG Manufacturing
Cummings Properties	Manufacturers' Service & Supply Co.	TSG Global (phone/texting service)
Data Care	Mass Society of CPA's	TUV SUD America Inc.
Datron Dynamics	Mass Business Association	UDR (real estate)
David Gooding, Inc.	Mass State Lottery	Unison Site Management
Dependable Cleaners	McGivern CPA	Viveiros Insurance
DH Sales	MetLife Insurance	Water Analytics
Double E Manufacturing	Mitchell Construction	Waypoint Accounting Solutions
Duralectra	Morgan Stanley Dean Witter	Web Vortex Inc.
Electronics Center	Mutual of Omaha	William J. Burns, Esquire, CPA
Equipment 4 Rent	NASE	Wolf & Company (Accounting)
Excell Solutions, Inc.	Net Capitol (venture capital)	Work Systems Affiliates International

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