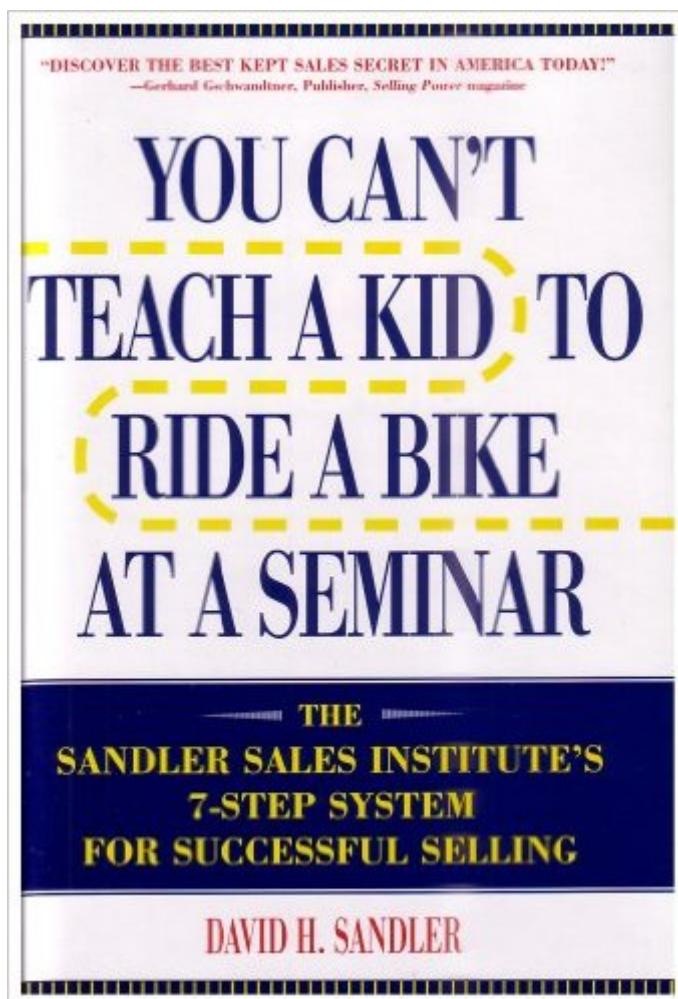


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# You Can't Teach A Kid To Ride A Bike At A Seminar : The Sandler Sales Institute's 7-Step System For Successful Selling



## **Synopsis**

Contrary to popular sales training, you don't have to make presentations to everyone who will listen. You don't have to be subservient, forfeit your self-respect, or fake enthusiasm about your product or service. In fact, you don't have to be enthusiastic at all. And, you never have to lie! Prospects never control anyone who has mastered David Sandler's revolutionary 7-step program for top sales. In You Can't Teach a Kid to Ride a Bike at a Seminar, you learn to master each of the fundamental principals of the Sandler Selling System® - and how and when to use them.

## **Book Information**

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## **Customer Reviews**

Ever heard of unpaid consulting? If you like living in a fools paradise about prospect honesty, then do not use this system. You're all set. Otherwise, read on. Indeed a prospect can be incredibly honest, like salespeople. Just know the world you live in, and facilitate an honest transaction using this system. Innocent as a dove, wise as a serpent. Use technique, don't mislead. Play rough at times, not dirty. Uncover needs the prospect can't see or won't admit to, but don't sell a bill of goods. Interrupt the prospect's idea of a sales pattern. Talk to the point of what good you do before talking about what you do good. And only talk 30% of the time. 2 ears, 1 mouth. And really, technique is academic. In addition to technique, this system addresses Attitudes and Behaviors, and introduces powerful psychology. This isn't a week camp with an emotional high. This is a sales martial arts program that involves ongoing training to develop (if you go get a trainer that is). Through this type of training, along with daily goal setting and journaling, the ability to persevere and succeed is there with support. How you act determines how you feel, not the other way around. Get

your behavior right, drive attitude, and let the technique develop over time. The book is definitely just a nutshell. You won't develop as well without the coaching. However, the essence of the system is there. If you are a proper fit for sales AND want it badly, then don't [...] foot around. Jerk your own reigns and decide what you really want to be as a salesperson 2 years from now--which includes thinking about health, personal, family and spiritual goals. Financial goals are just a part of it, and a means to an ends.

The Sandler Selling System is an excellent method and philosophy of sales. Great sales minds are not always good authors. This book has a co-author, John P. Hayes (Phd. he likes to let us know) who also contributed to Zig Ziglar's appropriately titled "Network Marketing for Dummies". The latter book was released concurrently with Zig's own network marketing venture going belly-up. I mention this because it's important to always consider the source when we evaluate any information. The basic premises of Sandler's contribution to sales learning are contrarian, and, I believe, very valid. They break with the tradition of such sales cliches as "always assume the sale." The true professionals in selling know the folly of such thinking. They also know the difficulties involved in taking a high road of truth, fairness, and integrity, when potential customers have no such code. Like most books on selling, example dialogs between seller and buyer are provided--and that is where the book falls short. The dialog is catchy and attention getting--but weak and counterproductive. It is difficult to believe that the late David Sandler provided those examples. Perhaps that's where the PHD co-author earned his keep. I don't know. I do know that the book is worth reading if you want to examine a very good system with a very open mind.

I read a ton of sales books every year and this is one of the best I've ever read! I highly recommend purchasing it if you want to improve your sales and conversions. Here are some notes I took. Some are general, but good reminders:

1. Prospects never want the Sale to be Over, they always want to be in Control. Never let them Control the Convo.
2. At any point of the conversation if the Prospect is not adhering to your Frame use Negative Reverse Selling: "Based on what you just told me, You are Not interested in what I'm selling" (Pattern interrupt and makes them see you as the Alpha)
3. Always use an Upfront Contract: "I'm going to give you an Opportunity to ask Questions, Answer Questions and if you see if what I'm offering is a good fit, we can move forward. Cool?"
4. Always use a story, discuss the pain of that another client once had and how much their life was transformed by your product or service.
5. If a client ever ask's for "previous testimonial, references or a website-etc" Answer back: "That's an interesting question, curious on why you asked?" (Never let them control

the frame, always answer their question with a Question) :)Great questions to use:Why is that important to you?You said the price is too high, what does that mean?What can YOU do to resolve this financial issue?Where do you have hidden money for this?How Much is this problem costing you?How long are you going to suffer like this?What's next then?If we were to meet a Year from now, what would your ideal situation look like?What do YOU feel is missing in your life in order to accomplish this?(let them tell you, what they NEED)Well great that's exactly what I do.....(mirror their own solution)- when do you want to put is action plan in place?Much much more and it was a quick entertaining read.

I've invested about \$25k in the Sandler System in the last two years... As a result I am a 26 year old Millionaire- With that being said, You ABSOLUTELY CANNOT learn the system from this book- It's like taking a wiz in the Ocean, expecting to offset the sea-level, which will affect a butterfly in Central Park, causing a Tsunami on some remote tropical island chain- you get the point. The Sandler Sales System is meant to be a lifetime commitment; There aren't many Pro's willing to make that kind of commitment to themselves, and their families- This System will not work for you if you aren't: sick of not having money,you aren't sick of being walked all over by client's and prospects, and aren't sick of wondering how the heck you're going to pay the gas bill next month- This probably isn't you, and your business is better than ever, and you just simply cannot handle any more success. Nonetheless, David Sandler left us too early; He was an incredible genious, and phenomenal man. I have built the ultimate practice based on Sandler's Trust-Model; Many of my clients are now my and my wife's best friends - Many Sales-People don't want to take the chances that Sandler is suggesting; but when you do, people will appreciate your honesty and candor- and if they don't, then you just saved yourself alot of time (and money) that otherwise would have been wasted with that person. Sandler teaches the importance of Family and Spirituality; the importance of a positive self-concept; the beauty of living a straight life, in an unstraight world, and operating straight in the unstraight world of sales. Enough Said.

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