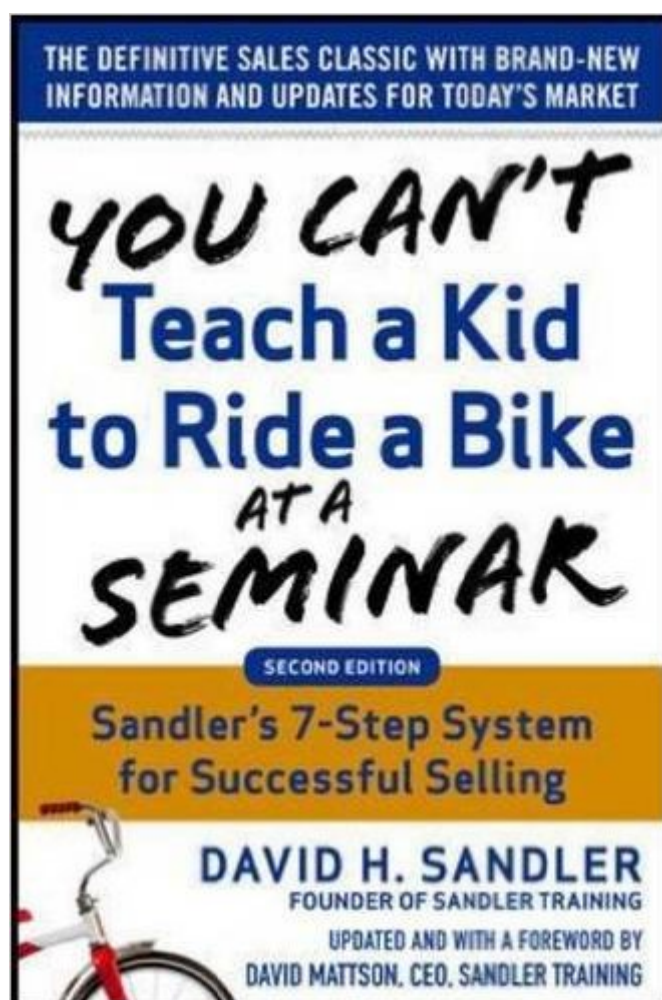


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# You Can't Teach A Kid To Ride A Bike At A Seminar, 2nd Edition: Sandler Training's 7-Step System For Successful Selling



## Synopsis

The timeless guide to sales success has been revised to help you supercharge personal and team performance in a new economy "People make buying decisions emotionally and justify them logically." That shrewd insight from the first edition of this bestselling book has become a no-brainer among sales professionals. Now, the new edition of classic work that has helped millions of sales professionals take their career to new levels offers critical new insights, information, and tools for success in today's economy. *You Can't Teach a Kid to Ride a Bike at a Seminar*, Second Edition retains David Sandler's classic, battle-tested advice on driving personal and organizational success by breaking the rules of conventional selling. And now Sandler Training's CEO, David Mattson, has revisited it to provide additional skills designed for today's highly competitive and more complex sales landscape. With this powerful guide, you'll learn how to: Take the lead in the "buyer/seller dance" Get the prospect to do most of the talking Have a process for answering questions from prospects Know when a prospect is shopping you . . . and what to do about it Move the relationship forward without becoming an unpaid consultant Master the seven steps of the "Sandler Submarine" Use LinkedIn as a prospecting and qualifying tool Establish an up-front contract, or call roadmap, before your face-to-face meeting Use online research to turn "cold calls" into warm calls Sales professionals and teams that follow these principles and others outlined in the book will transform themselves from mediocre performers into selling superstars. This new edition of *You Can't Teach a Kid to Ride a Bike at a Seminar* is a potent mixture of Sandler's timeless techniques and best practices from the most effective sales operation today.

## Book Information

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1. Behavior & Mindset a. Self-esteem: • Role success or failure is merely a measurement of how well you are doing in your acquired roles. But in no way do roles affect your value as a human being • b. The most effective sales training is reinforced over time and in person c. Use • pay time • (usually 9a-5p) productivity; complete administrative work during • no pay time • d. Always go for a • yes • or • no • ; there is nothing worse than • I want to think it over • ; e. Negative reverse selling: • Mr. Jones, based on what you have told me so far, my feeling is that you have absolutely no interest in what I am selling. So, before I leave, can I ask you one last question: Is it over? • f. Know your competition, specifically your and their key differentiators g. • Top sales performers spend 80 percent of their time servicing their clients and customers, and only 20 percent of their time prospecting • h. Speak softly. Nice and easy. i. ask the prospect to share how they expect to use and get value from your product (ex: • Could you tell me more specifically just how you see the fit? • ) j. • Quite often, salespeople think they're slacking in performance because they don't set goals, or they don't work their plan, or they don't execute their techniques effectively in front of a prospect. • 2. Bonding a. Prospects try to gather as much information as possible while giving little; do not allow prospects to treat you as an unpaid consultant; • sell today [and gather information] and educate tomorrow • b. • the best way to get in front of a prospect is via an introduction from an existing customer • c. Preempt expected stalls and objections d. • Don't act superior. Don't use buzzwords. Don't appear to be Mr. or Ms.

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