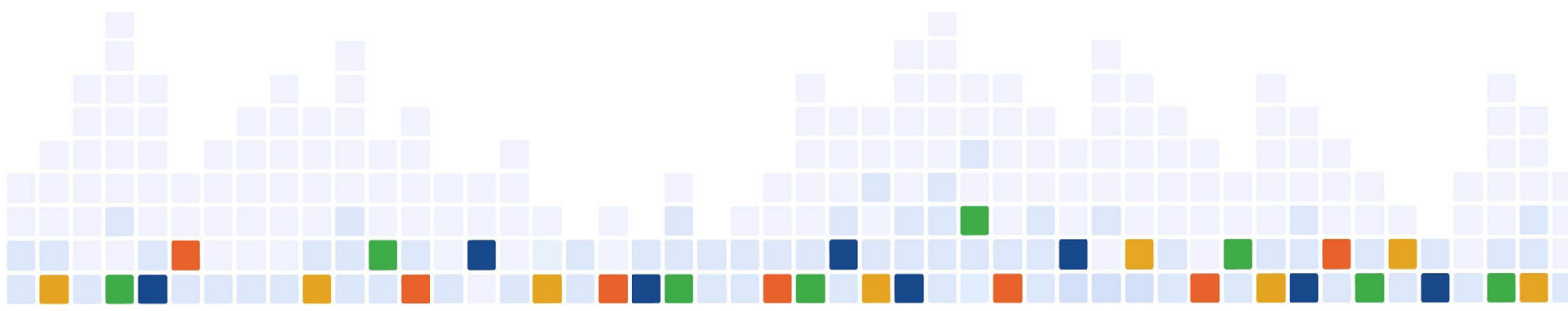




Session #2: Shortening the Sales Cycle



My Insights

- 1. _____
- 2. _____
- 3. _____
- 4. _____
- 5. _____
- 6. _____
- 7. _____
- 8. _____
- 9. _____
- 10. _____
- 11. _____
- 12. _____
- 13. _____
- 14. _____
- 15. _____
- 16. _____
- 17. _____
- 18. _____
- 19. _____
- 20. _____

Shortening the Sales Cycle

*Welcome!
We will be starting soon.*



Sandler

©2020 Sandler Systems, Inc. All rights reserved. Sandler Training is a registered trademark of Sandler Systems, Inc.

0



Tips for a Great Virtual Experience

Turn on your camera

Stay UN-muted

Display your first name

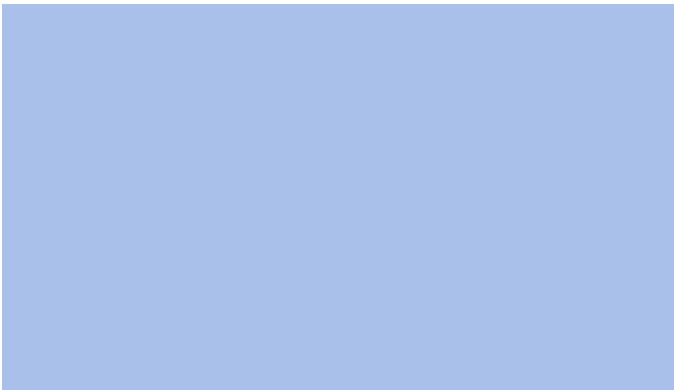
Feel free to use chat



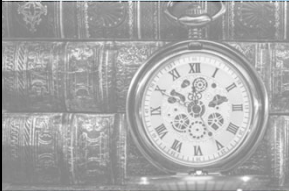
Sandler

©2020 Sandler Systems, Inc. All rights reserved. Sandler Training is a registered trademark of Sandler Systems, Inc.

1



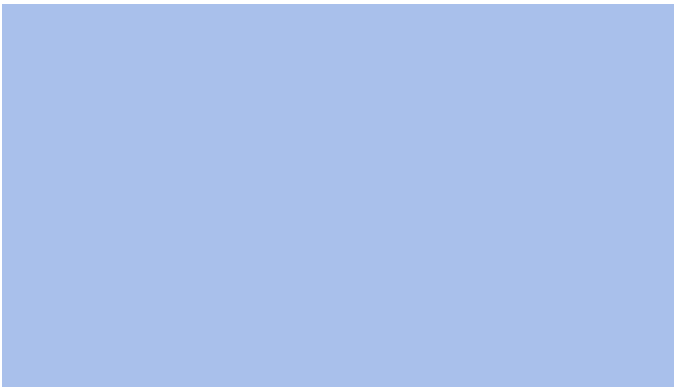
Program Outline

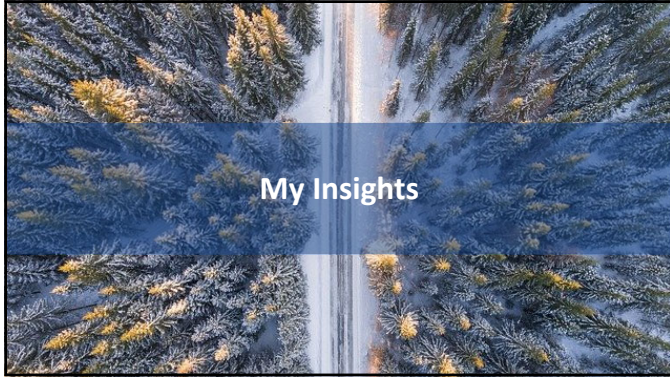


1. Supportive Mindsets/Effective Communication
2. **Shortening the Sales Cycle**
3. Uncovering the Customer's Real Reasons to Buy
4. Asking Questions Strategically and Handling Objections
5. Elevating and Differentiating Yourself
6. Managing Budget Discussions Successfully
7. Mapping the Decision-Making Process
8. Closing the Sale

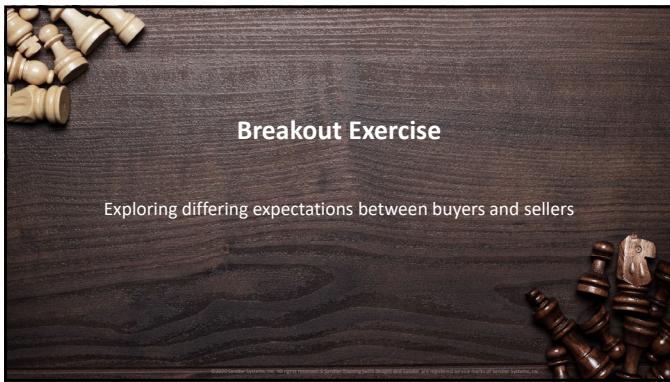
Sandler

2

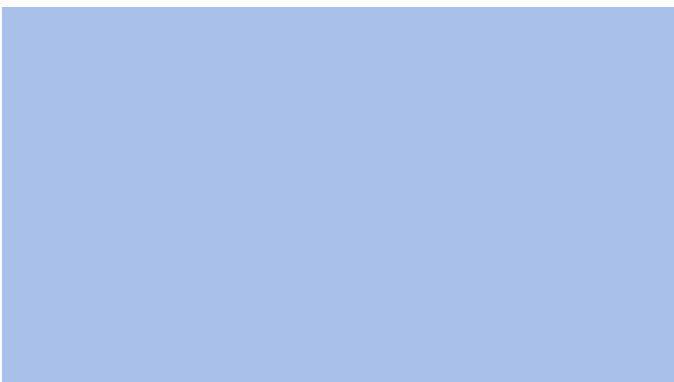




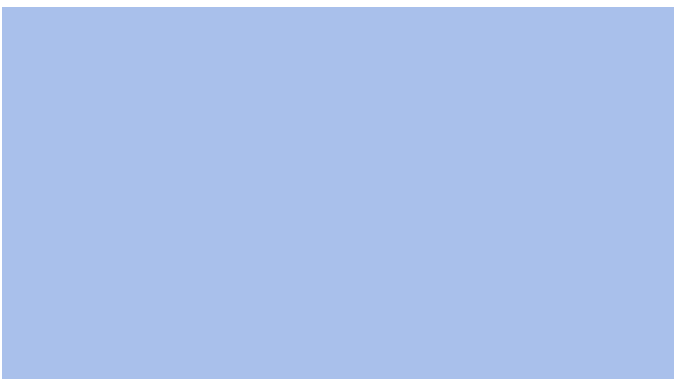
3

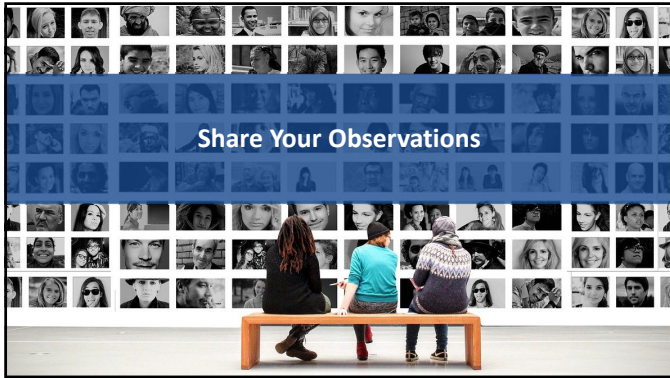


4

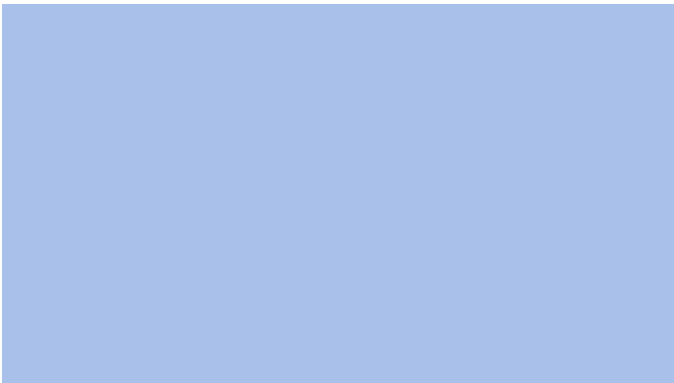


5

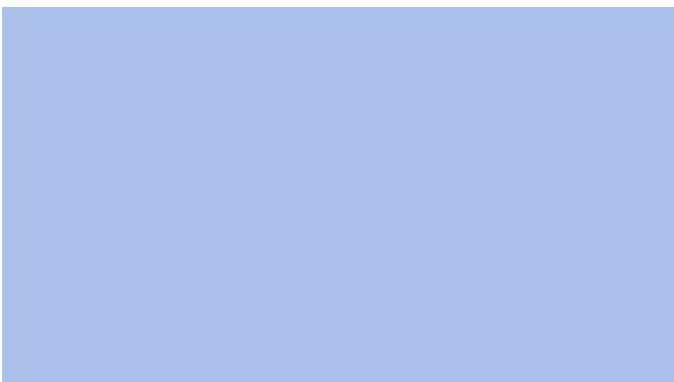




6



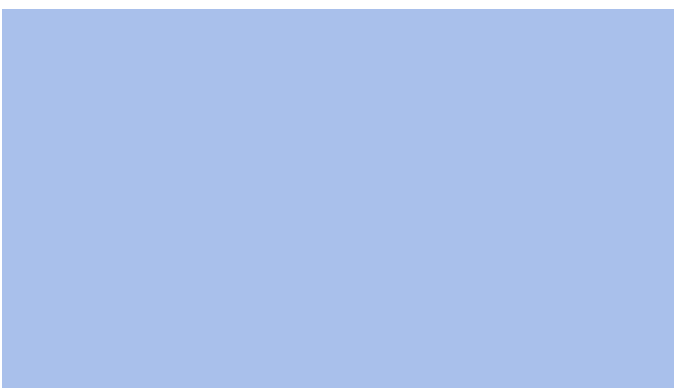
7




What is an "Up-Front Contract"?


Conversation with the buyer in which you discuss & agree on what you *will do*, and possibly what you *will not do*, during this interaction.


8





Components of an Up-Front Contract

- 


Purpose
Reasons for the interaction
- 

Time
How long
- 

Buyer's Role
During the interaction
- 

Your Role
During the interaction
- 

Outcome
Decisions or conclusions to reach


 ©2020 Sandler Systems, Inc. All rights reserved. Sandler Training, Sandler Method, and Sandler are registered trademarks of Sandler Systems, Inc.



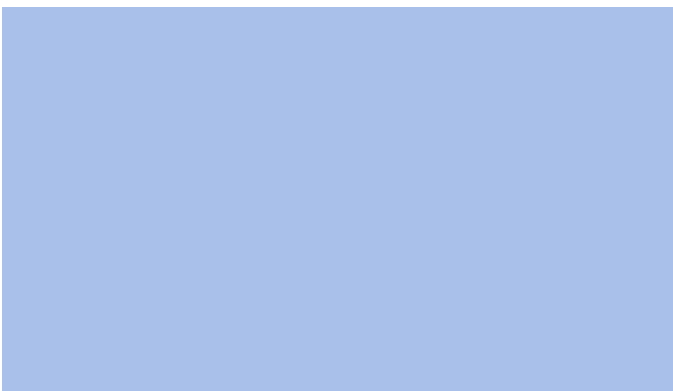
9

Exhibit Equal Business Stature

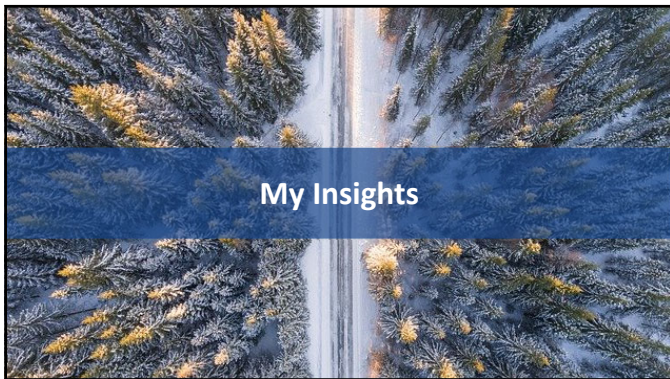
- See yourself as an equal in the relationship
- Professionally assert your right to have an open and honest conversation with the buyer



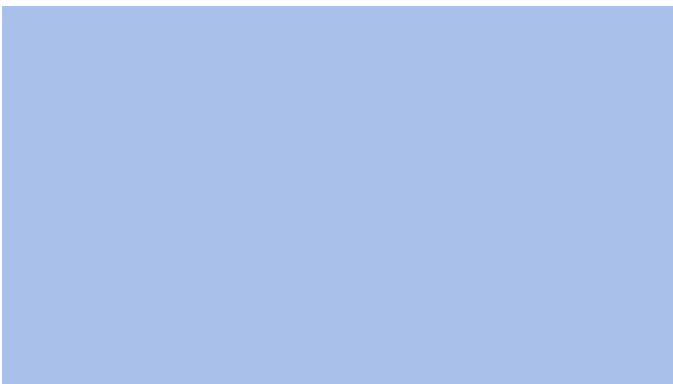
 ©2020 Sandler Systems, Inc. All rights reserved. Sandler Training, Sandler Method, and Sandler are registered trademarks of Sandler Systems, Inc.



10









My Insights



11

Components of an Up-Front Contract

- 
Purpose
 Reasons for the interaction
- 
Time
 How long
- 
Buyer's Role
 During the interaction
- 
Your Role
 During the interaction
- 
Outcome
 Decisions or conclusions to reach


 ©2020 Sandler Systems, Inc. All rights reserved. Sandler Training, Sandler Method, and Sandler are registered trademarks of Sandler Systems, Inc.




12

Sample Up-Front Contract


- Purpose




Thanks for joining me on the call today; I'm glad we could find time to get together. The purpose for our call today is to talk more about what you're trying to accomplish with your marketing efforts... what is working well and what more you'd like to achieve.
- Time




When we scheduled this call, I believe we said we'd spend 45 minutes together – is that still good?
- Buyer's Role




Certainly today, you'll have some questions for me, and I'll do my best to answer them.
- Your Role

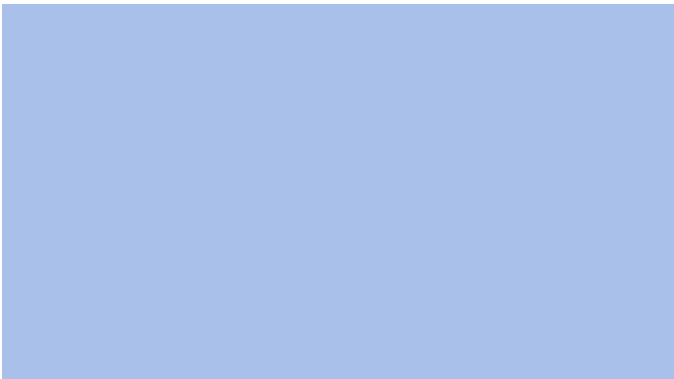


Likewise, I have some questions for you, and I'd like to spend some time up-front today getting a deeper understanding of your company and your situation. I can be of the most help if I truly understand your situation. Would you be ok if we start today's meeting by me asking you some questions so I can get that deeper understanding?
- Outcome



As we get toward the end of our time together, one of two things typically happens. The first is that you may discover this doesn't look like a good fit. I'm totally ok with that, please feel free to tell me if that's the case. On the other hand, if we feel like this *could be* a good fit, let's take the last few minutes of our time today and determine some specific next steps. Does that sound like a good way to run our meeting?

 ©2020 Sandler Systems, Inc. All rights reserved. Sandler Training, Sandler Method, and Sandler are registered trademarks of Sandler Systems, Inc.



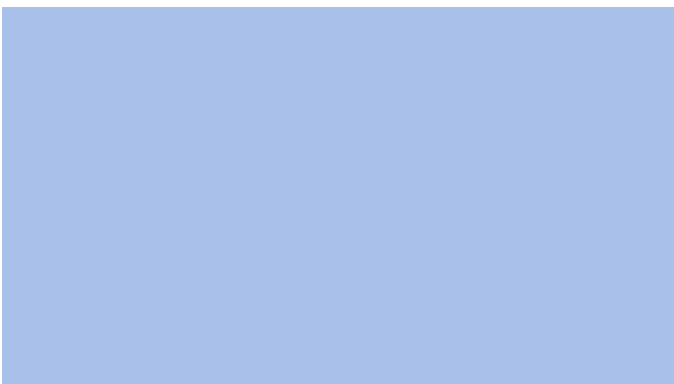
13

Breakout Discussion

Discuss what you saw and heard, and whether you liked it or did not like it.

Be prepared to discuss back in the main room.

©2020 Sandler Systems, Inc. All rights reserved. Sandler Training, Sandler Method, and Sandler are registered trademarks of Sandler Systems, Inc.



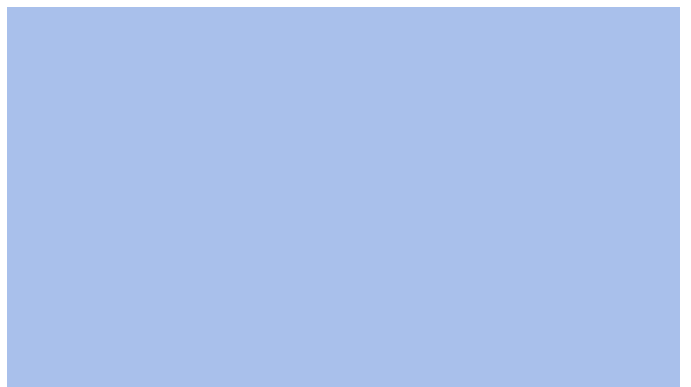
14



15



16

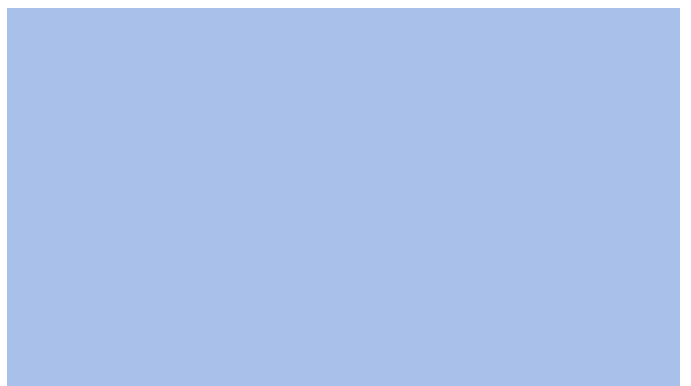


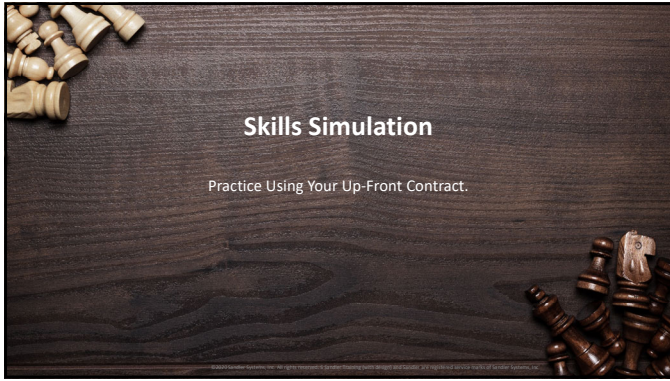
Sample Up-Front Contract

| | |
|--|---|
| <p>Purpose</p> <p>Time</p> <p>Buyer's Role</p> <p>Your Role</p> <p>Outcome</p> | <p>Thanks for joining me on the call today; I'm glad we could find time to get together. The purpose for our call today is to talk more about what you're trying to accomplish with your marketing efforts... what is working well and what more you'd like to achieve.</p> <p>When we scheduled this call, I believe we said we'd spend 45 minutes together – is that still good?</p> <p>Certainly today, you'll have some questions for me, and I'll do my best to answer them.</p> <p>Likewise, I have some questions for you, and I'd like to spend some time up-front today getting a deeper understanding of your company and your situation. I can be of the most help if I truly understand your situation. Would you be ok if we start today's meeting by me asking you some questions so I can get that deeper understanding?</p> <p>As we get toward the end of our time together, one of two things typically happens. The first is that you may discover this doesn't look like a good fit. I'm totally ok with that, please feel free to tell me if that's the case. On the other hand, if we feel like this <i>could be</i> a good fit, let's take the last few minutes of our time today and determine some specific next steps.</p> <p>Does that sound like a good way to run our meeting?</p> |
|--|---|

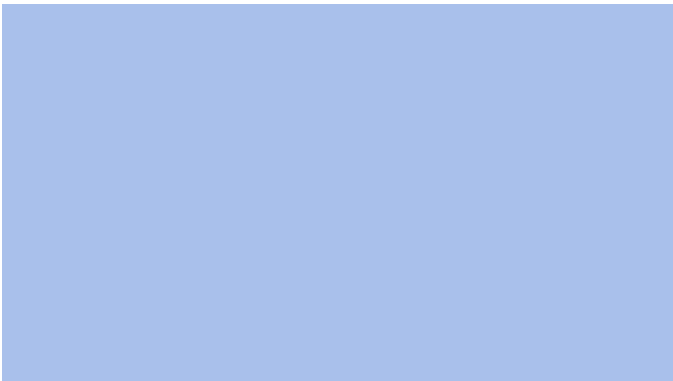
Sandler

17

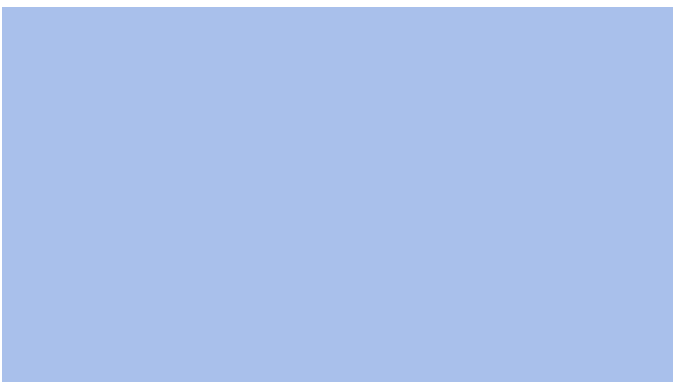




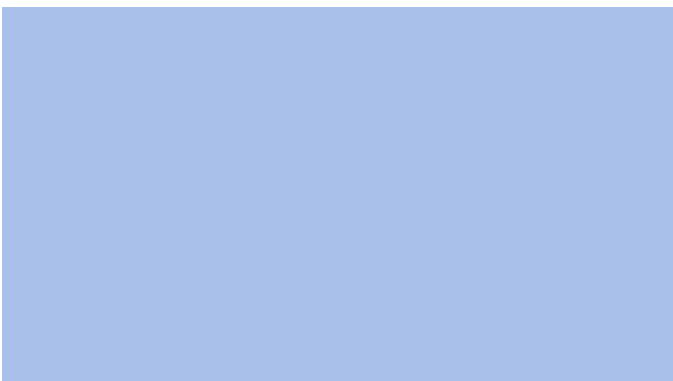
18

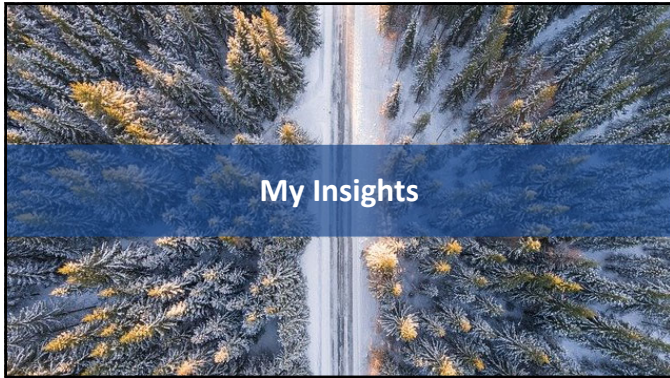


19

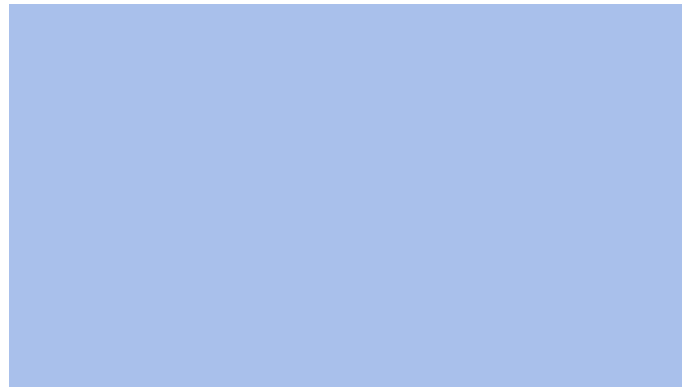


20

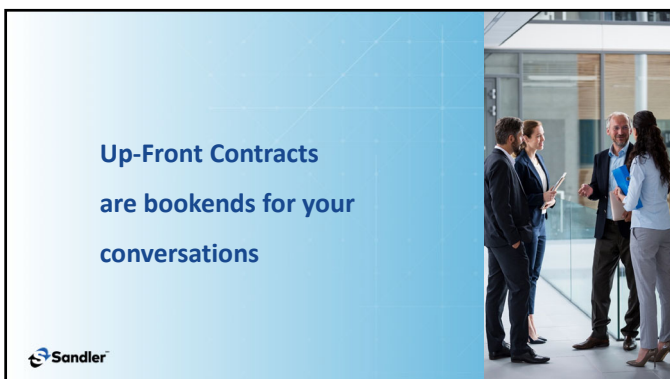
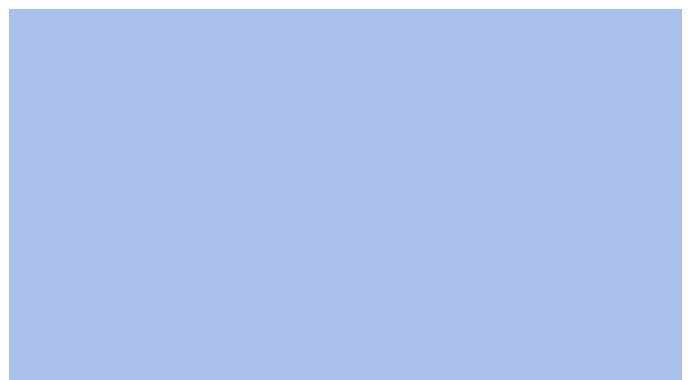




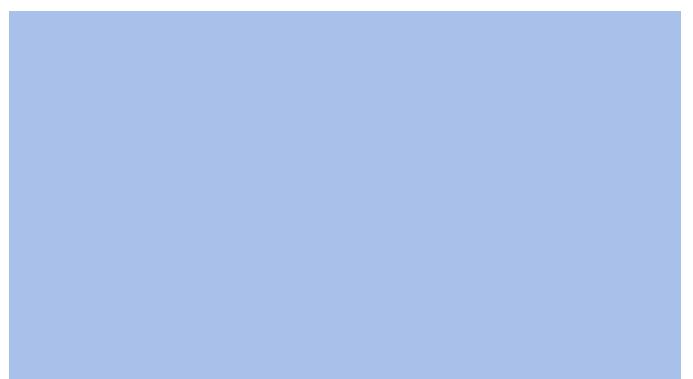
21

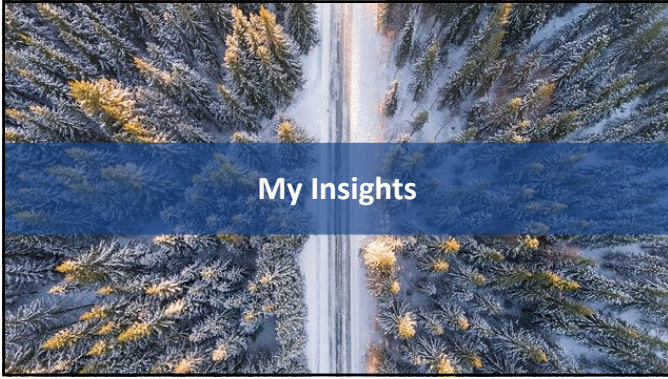


22



23

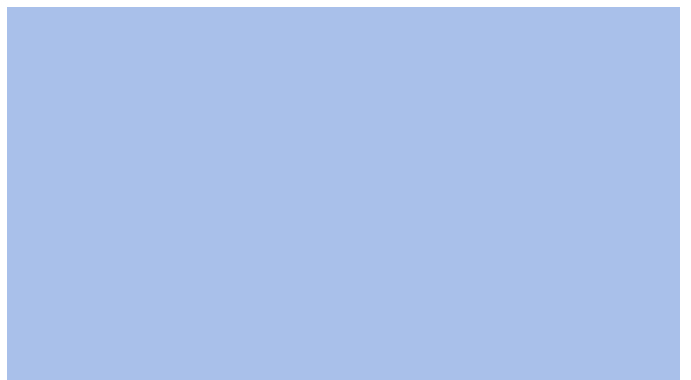




24



25



How Did We Do?

26