

SANDLER®

CERTIFICATION PROGRAM

An effective, proven and measurable way to increase sales and success.



OVERVIEW

Sandler offers two levels of certification in support of elevating the sales profession. Sandler Bronze Certification is designed to track a participant's knowledge of Sandler principles, skills and behaviors. Once this is complete, participants can move onto Sandler Silver Certification which focuses on driving outcomes by measuring how well participants can apply Sandler principles, skills and behaviors to their day-to-day sales activities.

Become a recognized expert in the field, gain a competitive edge, and join a thriving community of sales professionals dedicated to continuous growth.

UNLEASH YOUR POTENTIAL >

BRONZE

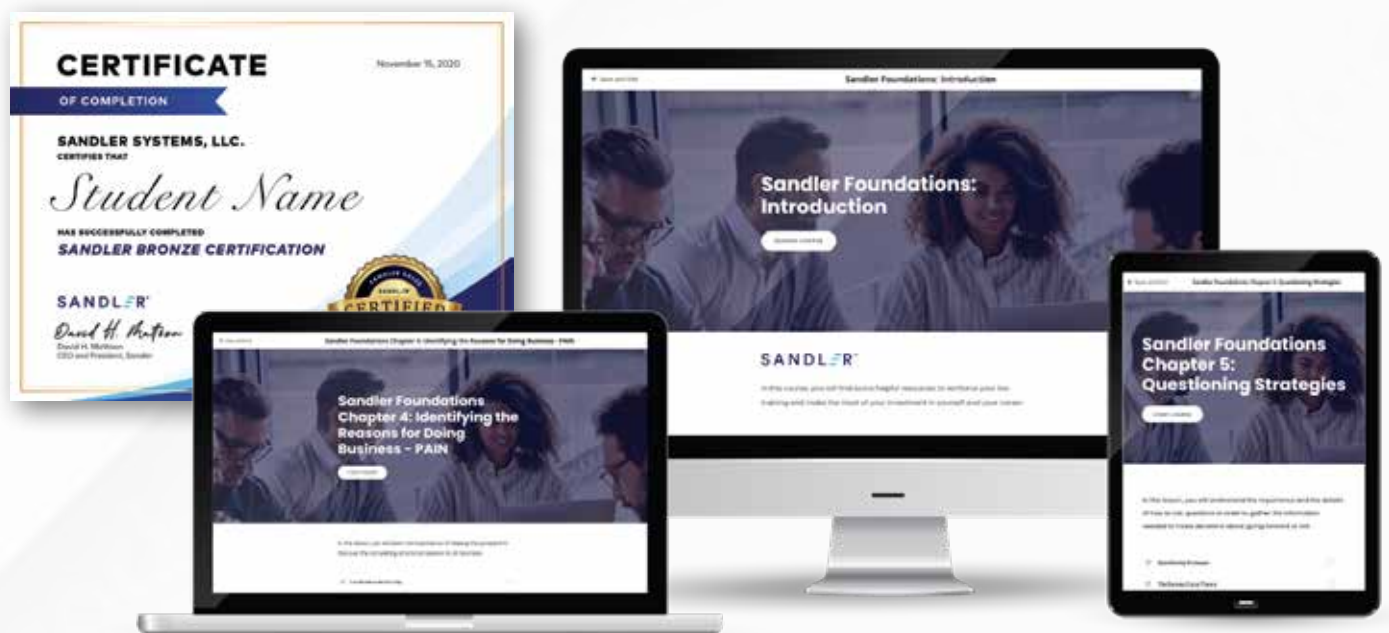
KNOWLEDGE LEVEL



PURPOSE

To give participants the foundational knowledge of the Sandler Selling System® methodology needed to begin applying its principles in their selling environment.

- ✔ Instructor-led Training
- ✔ Role Play and Assessments
- ✔ Supported by an Online Course
- ✔ Video reinforcement;
- ✔ Knowledge Checks and Exams



Why Have a System

Teaches the difference between a prospect's system and the Sandler Selling System methodology, and the value of using a professional selling system that meets the needs of both the prospect and the salesperson.

The Importance of Bonding & Rapport

Examines various behavioral styles so that the participant can adapt to his/her prospect's preferred style and build a relationship based on trust.

Elements and Terms of an Up-Front Contract

Explores the necessity and details of creating mutual agreements throughout the sales process to eliminate confusion regarding expectations and deliverables.

Identifying Reasons for Doing Business – Pain

Teaches participants to use advanced questioning and listening skills to gain information about the prospect's reasons for doing business.

Questioning Strategies

Explores the concept of questioning strategies and using them to get participants to open up and discuss their real needs/concerns, and to overcome stalls and objections.

Uncovering the Prospect's Budget

Reviews the need to talk about investment issues early in the sales process; also helps participants identify key areas in ensuring a prospect's commitment to making the investment.

Identifying the Prospect's Decision Making Process

Explores how a prospect and their organization make decisions. (Hint: It's not as easy as simply identifying the decision maker.)

Closing the Sale

Examines numerous issues, including implementing Fulfillment and Post-Sell Steps; meeting the prospect's needs according to the decision process just undertaken; and setting expectations with the new client.

Improving Your BAT-ting Average

Covers the major roles of the Success Triangle and how Identity/Role Theory can help or hinder sales success.

Prospecting Behavior

Teaches prospecting behavior focusing on strategies to get past the gatekeeper.

SILVER

APPLICATION LEVEL



PURPOSE

To ensure that participants who have earned Bronze Certification apply Sandler strategies and techniques to their selling roles.

- ✔ Sixteen competencies containing face-to-face or live streamed instructor-led training,
- ✔ Video reinforcement;
- ✔ Competency end reviews and completion quizzes;
- ✔ Competency exercises and role-play demonstrations observed and validated by the participant's sales manager;
- ✔ Online final exam requiring score of 80 percent or higher



Why Have a System

Underscores the value of having a systematic process for sales development.

Bonding & Rapport

Demonstrates how to bond and build rapport with prospects.

Up-Front Contract

Demonstrates the development of up-front contracts.

Questioning Strategies

Demonstrates the following questioning strategies: educating with questions, reversing, negative reversing, and strip-ping line (Negative Reverse Selling).

Pain

Demonstrates the use of pain statements and questions.

Budget

Demonstrates the use of bracketing and third-party stories.

Decision

Teaches participants how to use special questioning techniques.

Closing the Sale – Fulfillment & Post Sell

Demonstrates the four steps of the Fulfillment presentation and the use of the Thermometer Close technique.

Improving Your BAT-ting Average

Explores the importance of behavior, attitude and technique.

Creating a Prospecting Plan

Helps participants understand how to create a prospecting plan.

Making the Prospecting Call

Helps participants to overcome call reluctance and make the call.

Negative Reverse Selling

Explores how to use the Negative Reverse Selling® strategy as part of the Sandler Selling System.

Applying TA in Sales

Explores the basic concepts of Transactional Analysis (TA) and their application to the selling process and the Sandler Selling System.

Setting Goals

Helps participants learn to identify their life goals and determine what to do from a business perspective to achieve them.

Formula for Success

Teaches the concept of the Formula for Success in relation to the role of a professional salesperson.

SANDLER®

Invest in your people with sales training from a proven world leader.

At Sandler®, we've spent over 50 years helping some of the world's largest companies maximize their sales and profitability. What's driven their success is our methodical and proven approach to selling, backed by psychology. It doesn't rely on quick fixes. Instead, it creates sustainable success by encouraging incremental growth and change over time.



Connect with us to inquire about the Sandler Certification Program today.

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