



Knowledge Workshop Presentation
Want to Sell more?
Creating a System for Selling that works

Rebekah Tucker, Sandler Training

1

Let's talk

- Understand your performance right now (break down your sales and analyse)
- Activation of your whole business around the customer
- Formulation of unified policies relating to sales practices



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2

Common Challenges that we hear:

- Sales are taking a lot longer
- There are more people in the process
- Building rapport remotely is harder
- Loosing against competition
- Worried about appearing Salesy



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3

How do Prospects buy?

Appear Interested

Act Motivated

Obtain Information

Avoid Commitment

Disappear



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4

Traditional Selling System



Fact Finding
Analysis
Job Spec

Demo
Presentation
Proposal

Commitment
Close
Contract

Handle
Stalls &
Objections

Follow Up
Track Down
Chase



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5

Why have a system? Because the Prospect has theirs.

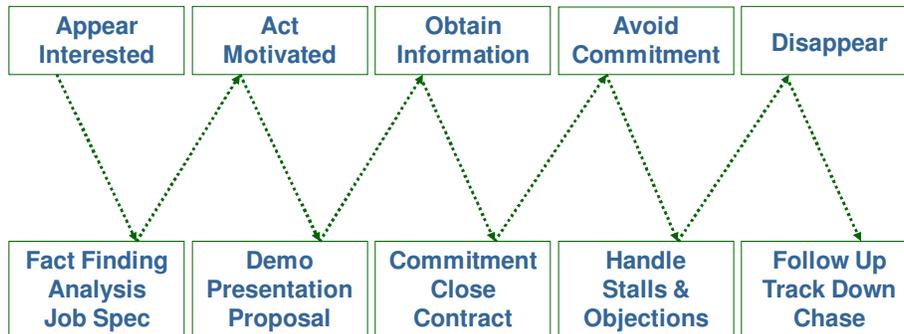


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The Buyer-Seller Dance

The Buyer's System



The Sales Person's Typical Reaction/Process



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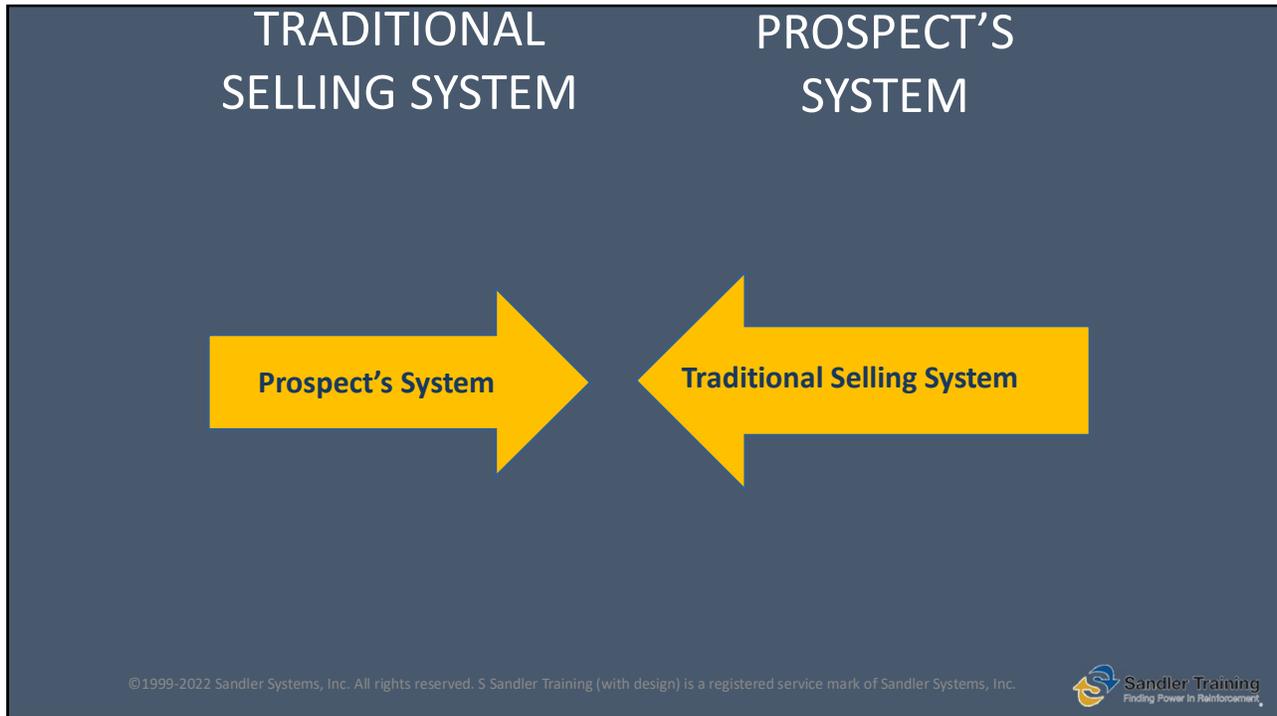
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What is broken with the way that we sell?



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8



9



10

NO PLANS
NO PROCESS
NO PROFIT



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11

**There is a Science as
well as an Art to Selling!**

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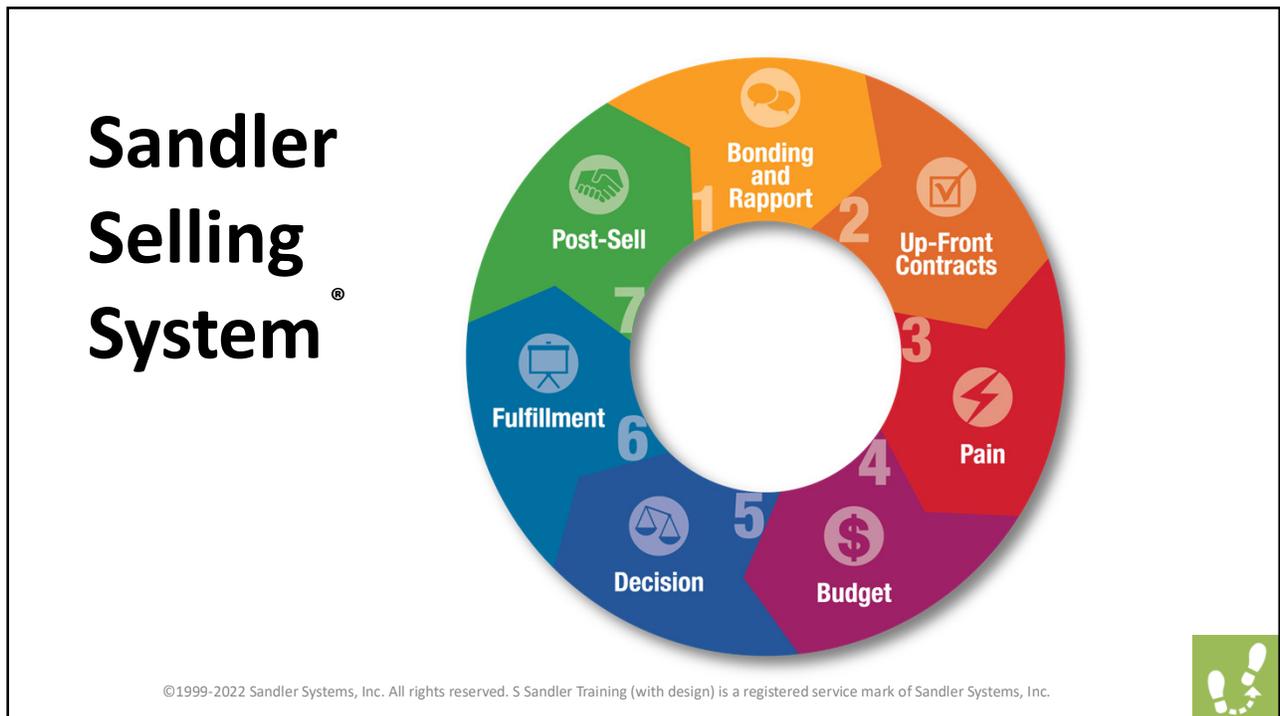
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13



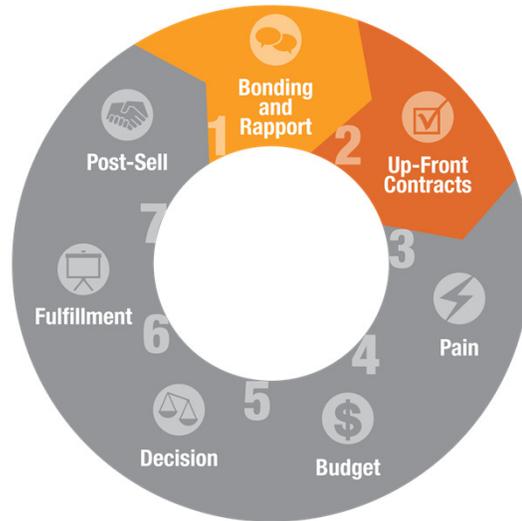
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14

Building the Relationship

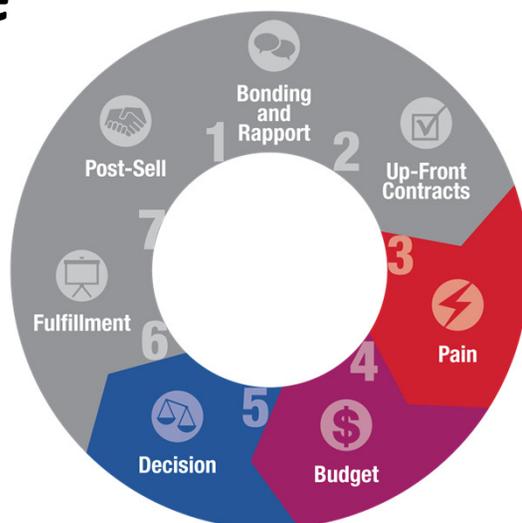


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15

Qualifying the Opportunity

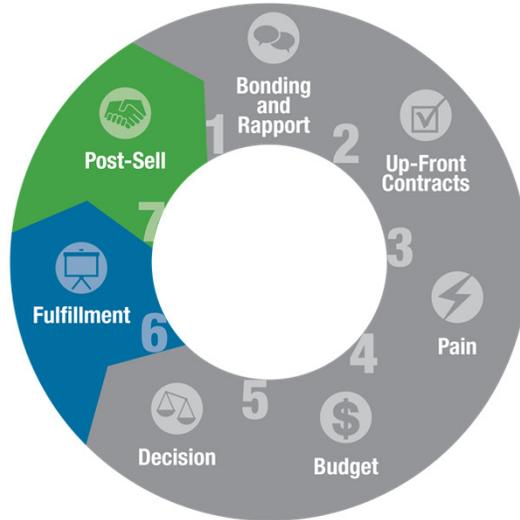


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16

Closing the Sale



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17

The Sandler Selling System

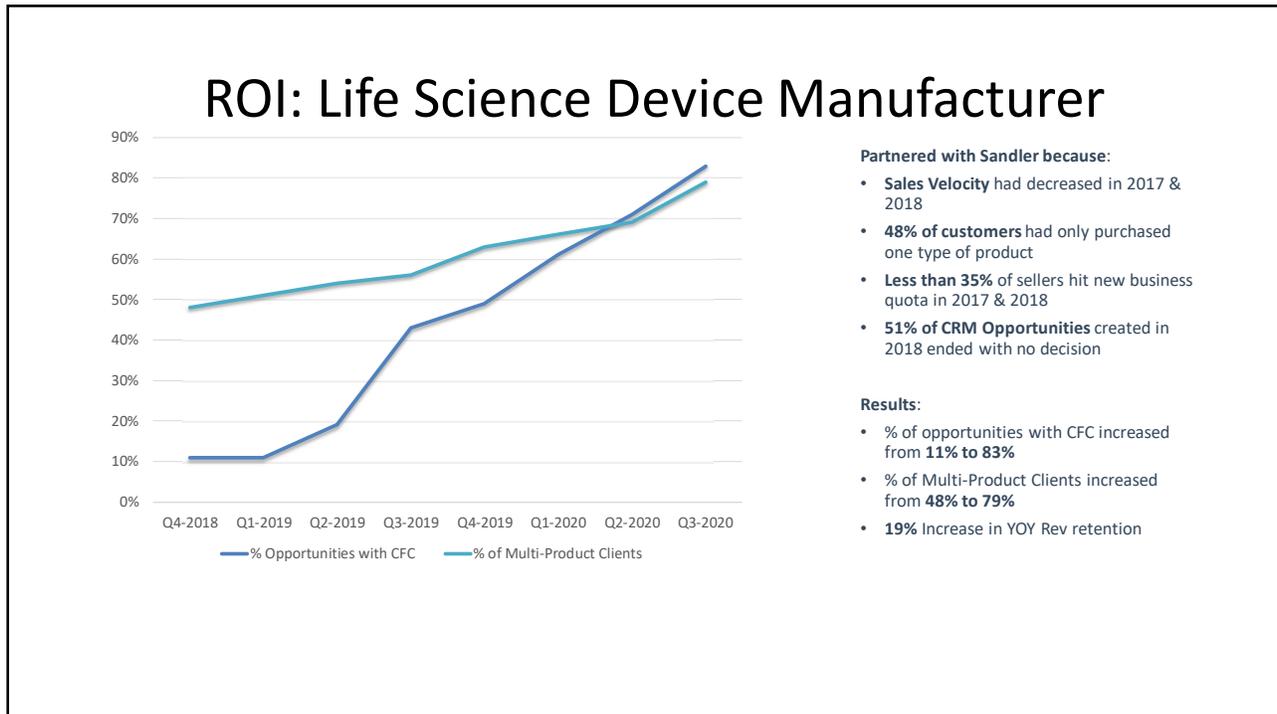


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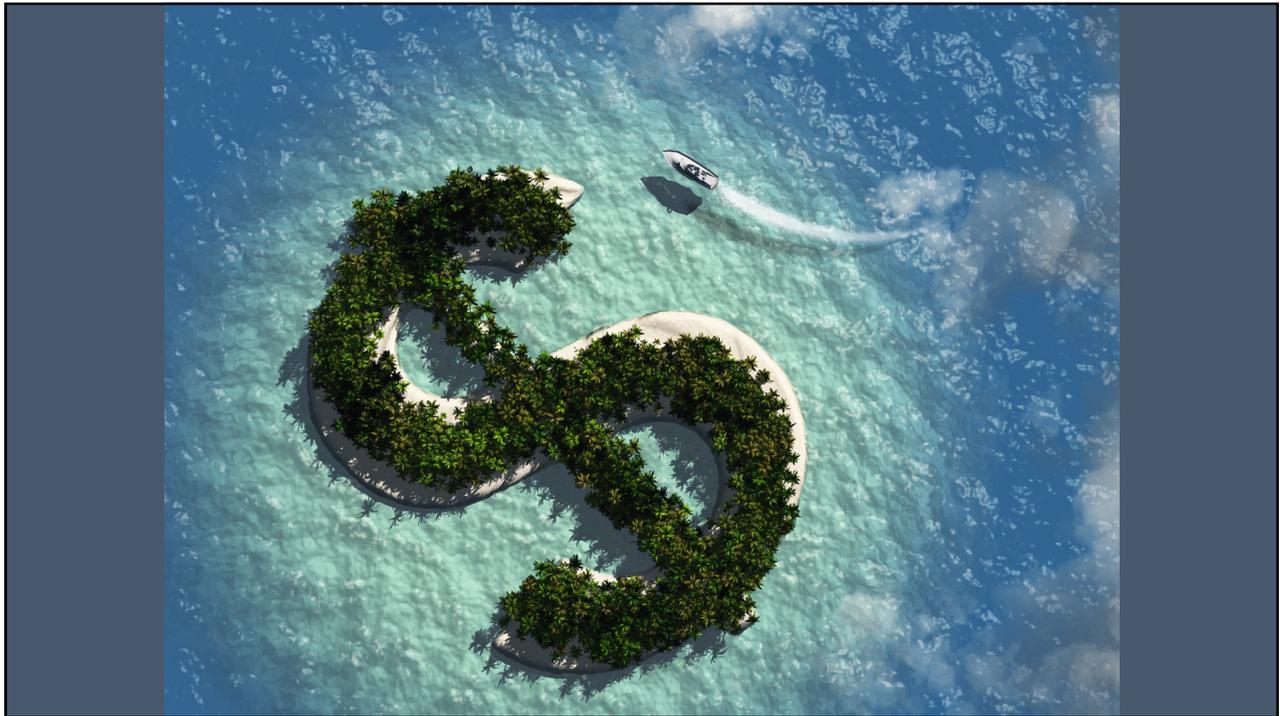
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19



20



21

Forester Report 2020

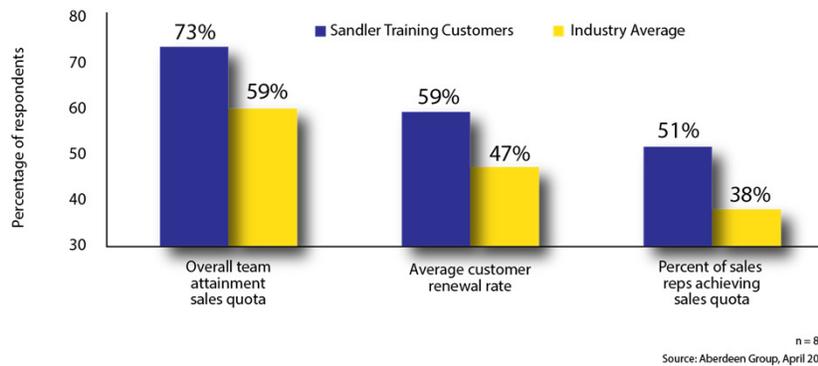
THE FORRESTER WAVE™
Sales Training And Services
Q1 2020



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22

Industry Insights – Aberdeen Research



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23

Key Takeaways...

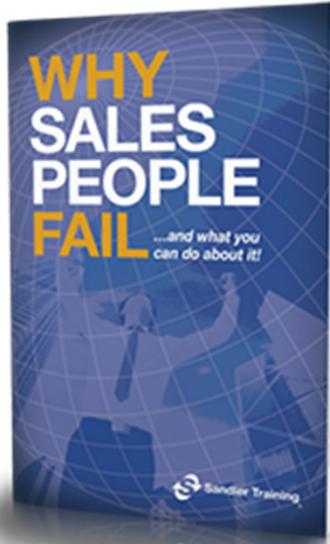
- Know how to break down the Sales Process to see where things are not working, and what needs to be done to improve them
- Understand a Customer Centric Sales approach
- Learnt a way to bring in unified policies for Sales Best Practices



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24

Book available for you



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25

Executive Briefing Recorded Session to provide you a more detailed way to solve this!

<https://vimeo.com/388876117/9b70d08977>



Introduction to the Sandler Selling System

Facilitated by Rebekah Tucker
CEO Sandler Training Australia and New Zealand

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26



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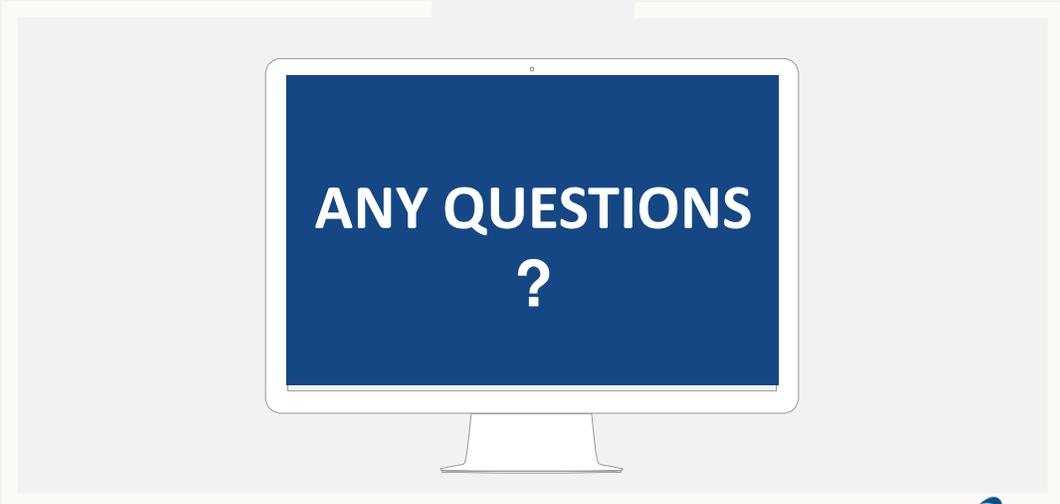
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27



ANY QUESTIONS ?



28