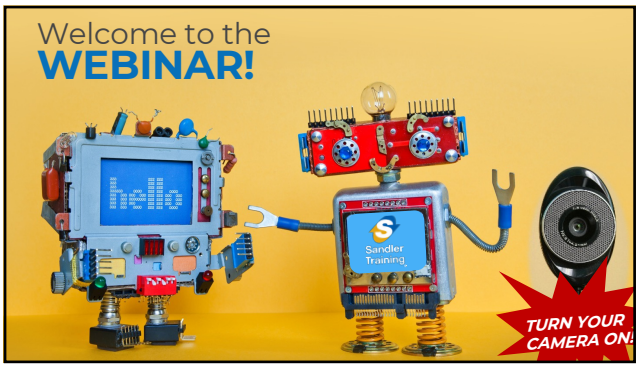
Sandler Training

superstat. training

The Superstat Sales Academy

1



2

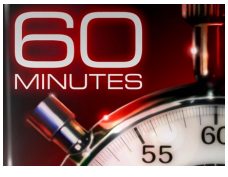
What To **Expect**

1 **Sixty** Minutes

Rapid Fire

Q&A

Recorded



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Our **Objective**

3

- Discover the real reasons why people buy
- Understand how we diagnose 'pain'
- Expand on this to identify how to diagnose pain the customer/prospect in unaware of

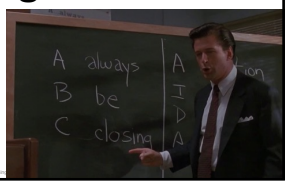
5

Diagnosing Unrecognised Pain

6

A B C

Always Be Closing!



7

A B Q

Always Be Qualifying!

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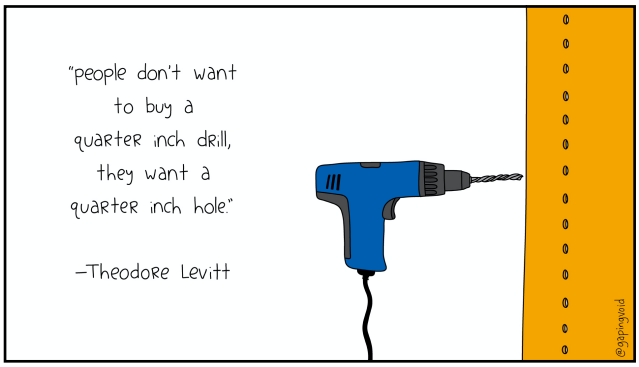
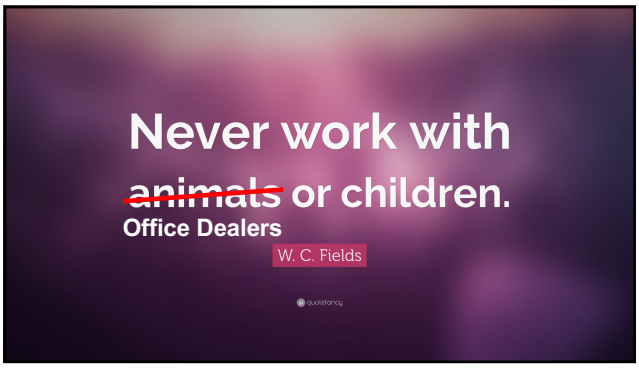
What do people buy?

Solutions to their issues or 'pain'

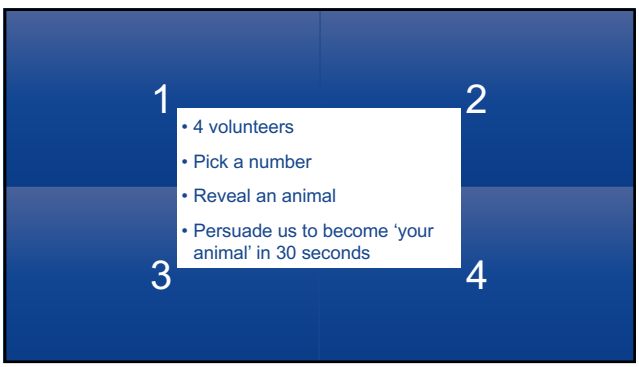
9


"people don't want
to buy a
quarter inch drill,
they want a
quarter inch hole."
–Theodore Levitt
@gapingvoid

10


Never work with
~~animals~~ or children.
Office Dealers
W. C. Fields

11


1
2
• 4 volunteers
• Pick a number
• Reveal an animal
• Persuade us to become 'your animal' in 30 seconds
3
4

12

Sandler Rule

Stop selling features and benefits!

13

Pain is a ***compelling, emotional reason*** to do something different.

14

Sandler Rules:

People buy emotionally; they only make decisions intellectually.

No pain, no sale.

15

Four Buying Emotions

16

What are 3 recognised pains that your clients & prospects are typically aware of?

17

When you hear a pain you can solve, what's the temptation?

18

Sandler Rule:
The problem the buyer brings you is never the real problem.

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Everything is an Iceberg

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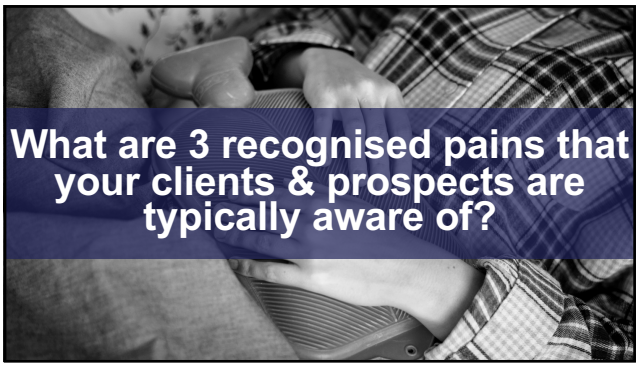
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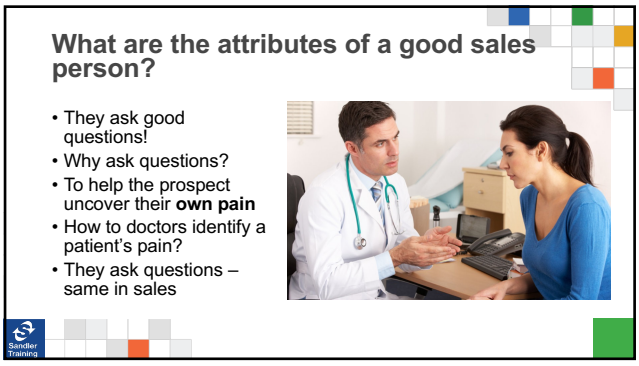
What are the attributes of a good sales person?
• They ask good questions!
• Why ask questions?
• To help the prospect uncover their own pain
• How to doctors identify a patient's pain?
• They ask questions – same in sales

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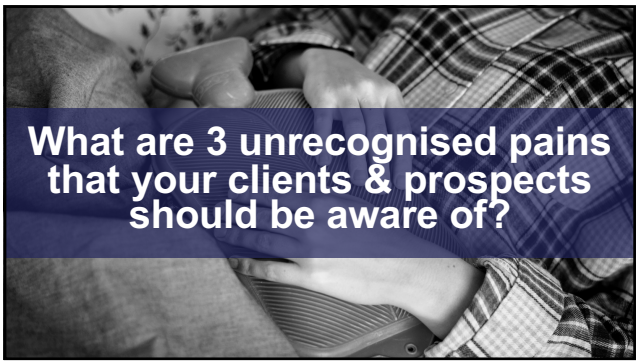
Pain Funnel Questions

Tell me more
Be more specific
Give me an example
How long has that been a problem?
What have you tried to do about that?
How did that work?
How much do you think that has cost you?
How do you feel about that?
Have you given up trying to deal with the problem?
1-10, how committed are you to fixing it now?

25

Dealing with recognised pain 'easy selling'

26



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What are the attributes of a good sales person?

"I don't suppose you have problems with your balance from time to time do you?"

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Unrecognised Pain Questions

Biggest Fear/Third Party Story/Commercial
Is it possible these could be issues for you?
Tell me more why
Be more specific about your concern
Let's pretend/Let's fast forward – how could it play out?
What should you be doing now to address this?
What would it cost if it isn't addressed?
How would that affect you?
Do you want to fix it?
1-10, how committed are you to fixing it now?

29

30-Second Commercial Creator

30

30-Second Commercial

- **Introduction:**
  Who are you? What do you do?
- **Pain Indicators:**
  What problems do you solve? What are people experiencing who need you?
- **Benefit Statement:**
  What makes you different than the competition? NOT HOW YOU DO IT!
- **Hook Question:**
  How will you get them talking about their situation or who they know?

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Wrap **Up**

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