



Sandler Training

Finding Power In ReinforcementSM

The Sandler Approach

In the “sales dance” between seller and prospect, you can either lead, follow or get stepped on. Traditional selling approaches and techniques often place the sales professional in the awkward position of responding to the prospect’s initiatives, rather than confidently managing the sales process.

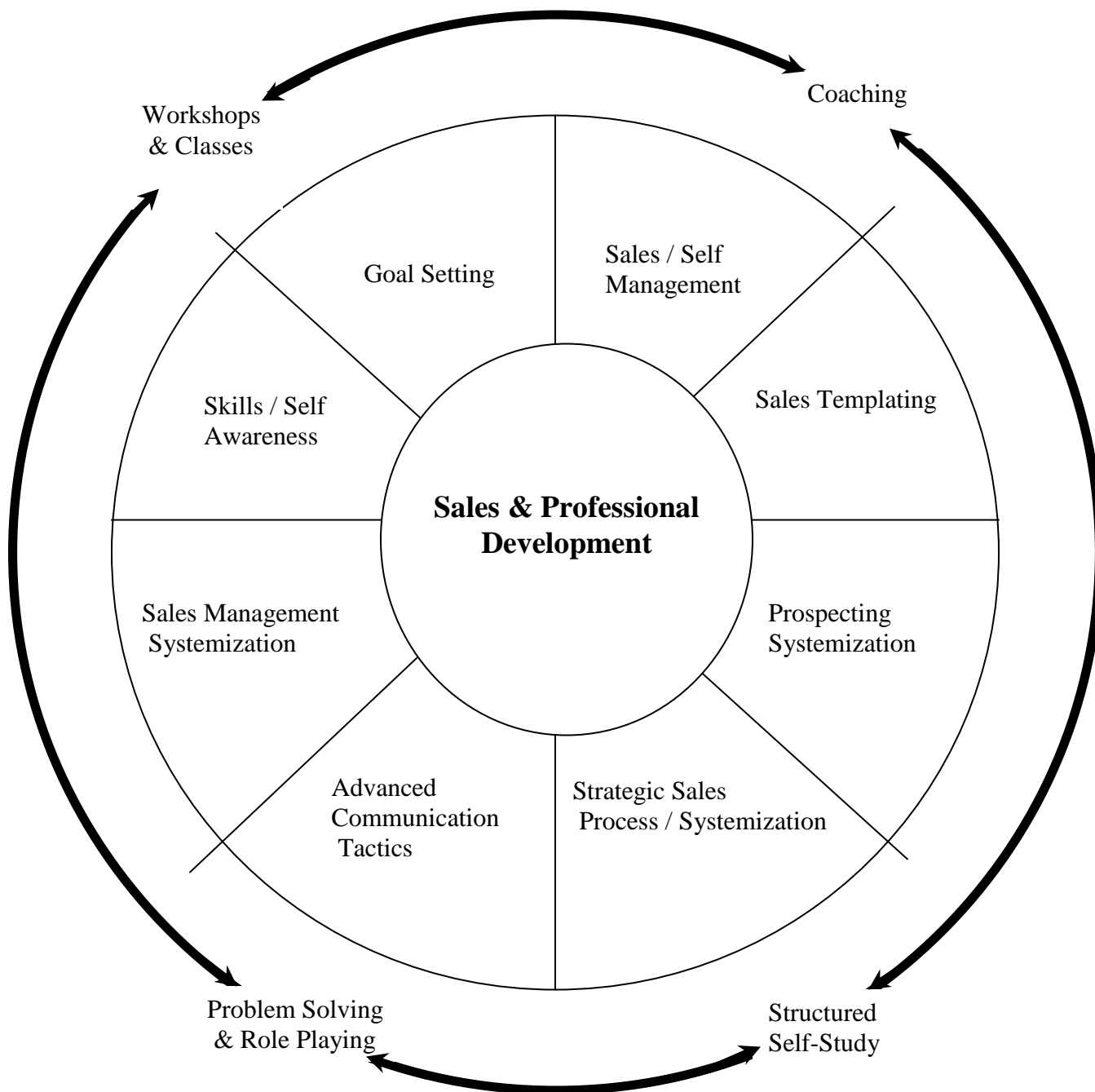
To address the problem, many sales and management consultants promote solutions that rapidly lose their effectiveness either because today’s sophisticated prospects simply won’t tolerate them or the approaches are not aligned with the sales professionals existing behaviors and beliefs – a component most training and consulting organizations fail to address.

Instead of emphasizing technique only, the Sandler Selling System fosters an attitude of leadership. From approach to close, the Sandler client learns how to assertively and professionally take charge of the sales process. Breaking all the conventional rules that have made the sales process ineffective and demeaning, it provides an entirely new road map to long lasting success by developing new and empowering behaviors, attitudes, and sales skills; changes that are only learned by doing and internalized over time.

Long after the excitement of a traditional sales seminar fades, when the insights and inspiration become dampened and muddled, Sandler trainers and their clients will continue to meet regularly for ongoing training and reinforcement – changing their thoughts, sharpening their actions, forever improving their performance.

The Sandler Selling System is working in over 200 industries with clients typically experiencing a minimum of 30% improvement in sales. Sandler ideas and methods remain on the cutting edge of selling. We demand excellence in management and sales training and insist on using state-of-the-art delivery systems. We continue to back our superb training with the constant support necessary to make a lasting difference.

Sandler Approach (Continued)



Sandler Success Triangle

Becoming the best Sales Professional you can be requires the same type of training that other top professionals endure. Ongoing training and reinforcement in the following areas is the only way.

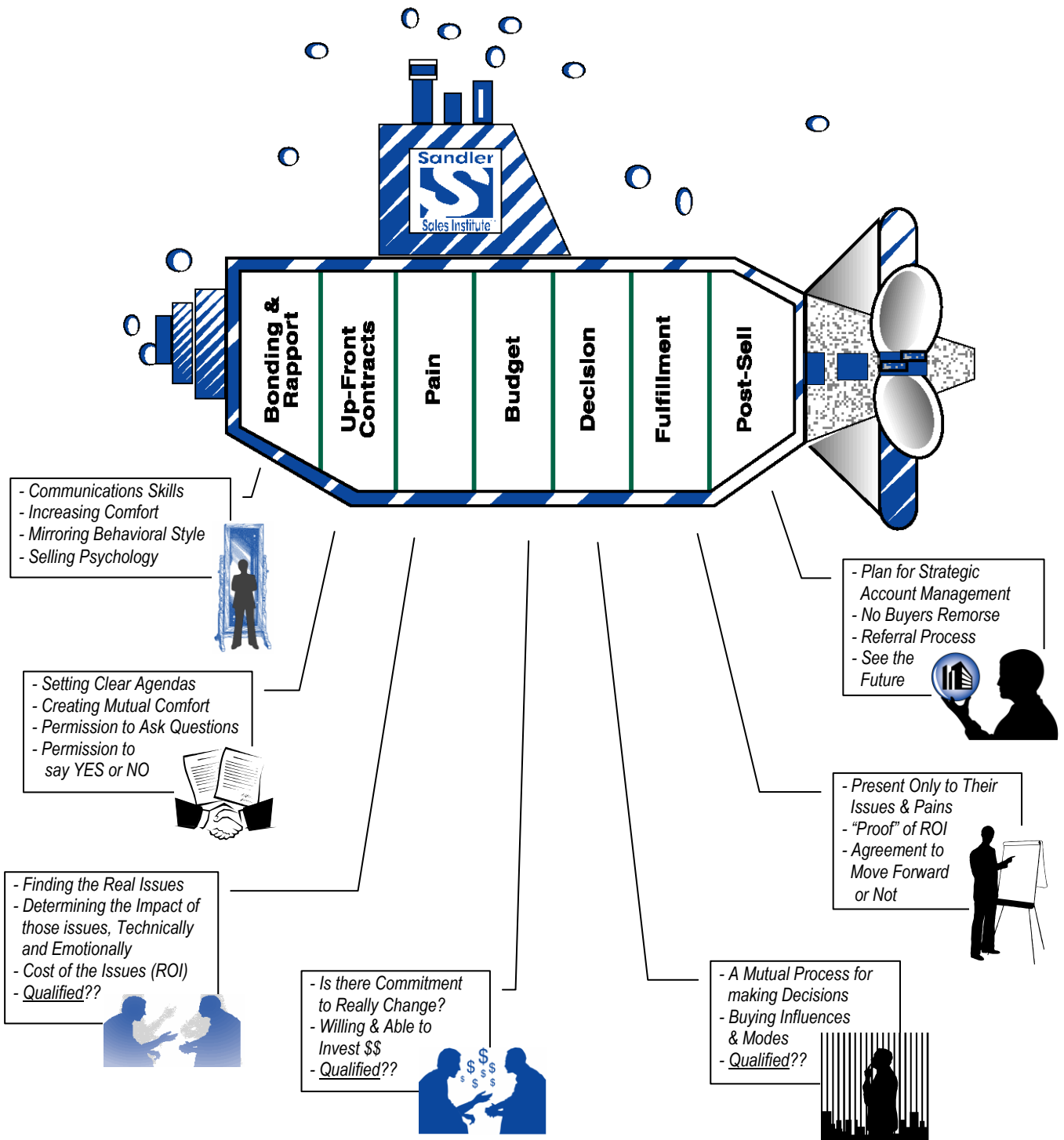
ATTITUDE - What we ponder, and what we think about, set the course of our life... At this very moment how do you feel about yourself, your company, and your product? Do you have a deep sense of self-appreciation? Are your beliefs setting you up for victory or defeat? What is your current level of confidence and motivation? People will only perform in a manner that is consistent with how they see themselves conceptually.

BEHAVIOR - Do you have a reason to stretch and are you stretching to reach it? How well do you use your time? Do you have a plan in which you have conviction? Are you willing to do the daily activities required to execute your plan?

TECHNIQUE - When you are in front of a customer how effective are you? Are you leading, or is your customer? Are you developing strong up-front contracts every step of the way? Are you finding out what's really going on or are you settling for smoke and intellectual nonsense?



The Sandler Selling System





McDonell Consulting and Development, Inc., an authorized licensee of Sandler TrainingSM, is a Maryland based premier training, development and consulting company. We focus on sales and management training designed to increase productivity and revenue; management and business development to strengthen the company's infrastructure; and business owner and executive coaching to direct and grow businesses in a focused and planned manner. Founder and President, Chris McDonell, is a strategic and results oriented senior executive leader with over 20 years of experience delivering measurable results in sales, management, and corporate training for some of the world's leading financial corporations, such as Morgan Stanley, Citigroup and The Associates.

Over the course of his career, Chris has led large sales and management teams of over 150 people to reach and surpass business goals on a continual basis; and has been assigned on many occasions to turn around struggling operations. He has a proven track record of creating and implementing training programs that have significantly impacted the businesses he has worked in. In addition, Chris has extensive experience presenting meaningful training sessions nationwide to thousands of business executives and salespeople. These sessions were designed to implement new sales strategies, improve existing sales performance, and foster leadership development in both small group and large audience settings. Chris helped to establish national training platforms for multi-layered, decentralized organizations and led teams to determine optimal sales, collections, human resource, operations, and leadership development training needs. He has *hands-on* experience and expertise in all areas of marketing and sales, having trained and coached sales professionals, sales managers, and senior level management of both large and small companies across the country. Chris is a dynamic award winning public speaker.

Team Leadership and Motivation • Communication • Issue Resolution • Sales and Business Development
Start-Up Operational Development • Human Resource Management • Training/Operations • Mergers & Acquisitions
Project Management • Process Improvement • Organizational Reform • Top Line Revenue Maximization
Performance Improvement Plans • Territory Management & Account Growth Strategies • Optimal Sales Force Leadership
Career Path Development • Sales Process Templates • Accountability & Ownership vs. Blame Best
Fit Job Qualifications • Assessments • Internal & External Team Dynamics

Sandler Training is a world leader in innovative sales and sales management training. For more than 40 years, Sandler has taught its distinctive, non-traditional selling system and highly effective sales training methodology, which has helped salespeople and sales managers take charge of the process. Sandler Training recognizes and capitalizes on the power of reinforcement. Understanding and implementing a complex set of human attitudes, behaviors and selling techniques is not a "quick fix" solution that can occur simply in a one-day seminar. These are sustained changes that produce lasting results through the use of participatory and recurring training and strategic business development programs. At Sandler, we understand that business success is directly related to the effectiveness of upper - and mid-level managers within an organization. Sandler's management solutions help managers at all levels become more effective communicators, better mentors and coaches, and competent managers of change. Improving the skills and work of an organization's managers is one of our top priorities.

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"....If You Think Training Your Employees & Having Them Leave Is Expensive..... Try NOT Training Them & Having Them Stay..." ~Interviews With Presidents & Owners~