SANDLER® CERTIFICATION PROGRAM

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

OVERVIEW

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

At Sandler Training, we've spent over 40 years helping some of the world's largest companies maximize their sales and profitability. What's driven their success is our scientific, methodical and proven approach to selling. It doesn't rely on quick fixes. Instead, it creates sustainable success by encouraging incremental growth and change over time.

Choose the sales training program that allows you to measure its results.

The Sandler Certification Program includes measurable elements designed to track a participant's knowledge of Sandler principles, skills and behaviors. That way, you can easily see how well your investment is performing.

The program provides training in key Sandler competencies, covering subjects from "Bonding and Rapport" to "Closing the Sale" to "Developing a Formula for Success." The four levels of certification become progressively more challenging. They are the Bronze level, which establishes a foundational knowledge of the first 10 competencies; the Silver level, which provides instruction in all 16 competencies; the Gold level, where participants put their new skills to use in live interaction with prospects and clients; and the Master level, with its focus on specialty Sandler courses, goal setting and results.

AT-A-GLANCE *quick comparison guide*

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

Elements
Ten competencies; online training courses with quizzes requiring score of 80 percent or higher; face-to-face or live streamed instructor-led training with online evaluation journal entries for each training session

Time Required
Approximately 12 months

Application Level

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

Elements
Sixteen competencies containing face-to-face or live streamed instructor-led training with online evaluation journal entries for each training session; competency exercises and role-play demonstrations observed and validated by the participant's sales manager; competency end reviews and completion quizzes; online final exam requiring score of 80 percent or higher

Time Required
Approximately 18 months

Skills Level

Purpose

To ensure that participants who have earned Silver Certification transfer their learning and skills to effective behaviors in the field

Elements

Sixteen competencies containing online audio/video reinforcement; face-to-face or live streamed instructor-led training with online evaluation journal entries for each training session; sales accountability log requirements; sales call debriefing requirements; management field behavior observation and validation; manager coaching reinforcement (instructor supported); non-graded, case studies-based exams to ensure that the participant is progressing as expected through the competencies

Time Required

Approximately 18 months

Habits Level

Purpose

To ensure that participants who have earned Gold Certification reach and sustain behaviors needed for top-tier performance

Elements

Online audio/video reinforcement; acquisition of five selected specialty area certified sales training courses; production/performance goal setting with management approval; sales accountability and log requirements; sales results performance tracking; management field behavior observation and validation; manager coaching reinforcement (instructor supported); goal performance/results tracking

Time Required

Approximately 12–24 months

BRONZE *the knowledge level*

Bronze Certification Competencies

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.

Time required: 2 hours classroom, 15 minutes online course content

(Bonding and Rapport)
The Importance of Establishing Relationships

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

Time required: 2 hours classroom, 12 minutes online course content

(Up-Front Contract)
Elements and Terms

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

Time required: 2 hours classroom, 16 minutes online course content

(Questioning Strategies)
Reversing for Clarity and Completeness

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.

Time required: 2 hours classroom, 15 minutes online course content

(Pain)
Identifying Reasons for Doing Business

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

Time required: 2 hours classroom, 15 minutes online course content

(Budget)
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.

Time required: 2 hours classroom,
7 minutes online course content

(Decision)
Identifying the Prospect's Decision-Making Process

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

Time required: 2 hours classroom,
6 minutes online course content

(Fulfillment and Post-Sell)
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.

Time required: 2 hours classroom,
14 minutes online course content

Prospecting Behavior

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

Time required: 2 hours classroom,
10 minutes online course content

(Success Triangles)
Improving Personal BAT-ting Average

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

Time required: 2 hours classroom,
35 minutes online course content

SILVER *the application level*

Silver Certification Competencies

Why Have a System?

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

Time required: 2 hours classroom, 50 minutes audio, 4 minutes video

Bonding and Rapport

Demonstrates how to bond and build rapport with prospects by applying the elements of active participation and the OK/Not-OK principle.

Time required: 2 hours classroom, 58 minutes audio, 8 minutes video

Up-Front Contract

Demonstrates the development of up-front contracts, which consist of the five requisite elements, including appropriate objectives and conclusions.

Time required: 2 hours classroom, 60 minutes audio, 6 minutes video

Questioning Strategies

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

Time required: 2 hours classroom, 73 minutes audio,
10 minutes online course content

Pain

Demonstrates the use of pain statements and questions that help prospects relate to pains addressed by the salesperson's product or service.

Time required: 2 hours classroom, 69 minutes audio, 7 minutes video

Uncovering the Prospect's Budget

Demonstrates the use of bracketing and third-party stories to hone in on a prospect's budget or uncover the investment range within which a prospect can be comfortable.

Time required: 2 hours classroom, 33 minutes audio, 10 minutes video

Identifying the Prospect's Decision Process

Teaches participants how to use special questioning techniques to identify a prospect's decision-making process.

Time required: 2 hours classroom, 32 minutes audio, 5 minutes video

Closing the Sale

Demonstrates the four steps of the Fulfillment presentation and the use of the Thermometer Close technique as well as demonstrates the appropriate manner for dealing with potential buyer's remorse issues.

Time required: 2 hours classroom, 56 minutes audio, 12 minutes video

Creating a Prospecting Plan

Helps participants understand how to create a prospecting plan that includes a schedule of activities and an estimated budget.

Time required: 2 hours classroom, 45 minutes audio

Overcoming Call Reluctance

Helps participants to overcome call reluctance and make the call.

Time required: 2 hours classroom, 48 minutes audio, 10 minutes online course content

Breaking Through the Comfort Zone

Guides participants in identifying their comfort zone and breaking through it to reach higher levels of selling success.

Time required: 2 hours classroom, 45 minutes audio, 14 minutes video

Improving Personal BAT-ting Average

Explores the importance of behavior, attitude and technique in developing a successful performance.

Time required: 2 hours classroom, 31 minutes audio, 15 minutes video

Applying TA to the Sales Situation

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

Time required: 2 hours classroom, 56 minutes audio

Setting Goals

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

Time required: 2 hours classroom, 58 minutes audio

Developing a Formula for Success

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

Time required: 2 hours classroom, 36 minutes audio

Negative Reverse Selling

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

Time required: 2 hours classroom, 38 minutes audio, 7 minutes video

GOLD *the skills level*

During Gold Certification, participants begin putting their Sandler skills to practical use. Here, they are expected to take the teachings of Bronze and Silver training and demonstrate their improved skills on live sales calls. A qualified trainer accompanies them on these calls, completing an observation checklist detailing their performance.

Elements

Sixteen competencies which can be found in Silver Certification, containing online audio/video reinforcement; face-to-face or live streamed instructor-led training with online evaluation journal entries for each training session; sales accountability log requirements; sales call debriefing requirements; management field behavior observation and validation; manager coaching reinforcement (instructor supported).

MASTER *the habits level*

During Master Certification, participants undergo completion of specialty programs and documentation of field performance results. Here, they focus on goal setting and results as they take their selling skills to an entirely new level.

Elements

Online audio/video reinforcement; acquisition of five selected specialty area certified sales training courses; production/performance goal setting with management approval; sales accountability and log requirements; sales results performance tracking; management field behavior observation and validation; manager coaching reinforcement (instructor supported); goal performance/results tracking.

CERTIFICATION *recognition*

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