

THE FIRST TWO-MINUTES

WORKSHOP

OVERVIEW

Most prospecting conversations fail before the salesperson ever gets to discovery.

WHY? Because prospects have heard it all before.

The average buyer has developed sophisticated defenses against cold outreach. The moment they hear a generic introduction, scripted pitch, or rushed explanation of products and services, they mentally check out or look for the fastest exit.

The first two minutes determine whether a conversation becomes a meaningful business discussion or another ignored sales call.

OBJECTIVES

Participants will learn how to:

- ✓ Understand the anatomy of a successful prospecting conversation:
Opening → Discovery → Go for the Appointment
- ✓ Use Pattern Interrupts to break buyer autopilot and lower resistance
- ✓ Leverage Tonality to build trust, confidence, and credibility over the phone
- ✓ Deliver compelling 30-Second Commercials that create curiosity rather than trigger objections
- ✓ Use Mini Up-Front Contracts (UFCs) to establish expectations and gain permission to continue
- ✓ Transition smoothly from opening into meaningful discovery

- ✓ Ask questions that uncover potential pain, priorities, and business challenges
- ✓ Apply active listening and reversing techniques to keep prospects engaged
- ✓ Create clear and compelling next steps that increase appointment conversion rates

Anatomy of a Prospecting Conversation

What are the 3 key elements to a Prospecting Call.

Opening	Discovery	Go for the appointment
• Intro • Pattern Interrupt • Commonality • Mini UFC • 30 Second Commercial • ASK	• Pain Funnel • Role Determined • Active Listening • Reversing	• ASK Again • UFC • Post Sell

OUTCOME

This workshop teaches sales professionals how to break through buyer resistance, establish credibility quickly, create curiosity, and earn permission to continue the conversation. Participants will learn Sandler communication techniques that help prospects lower their guard, engage in authentic dialogue, and willingly share information about their challenges, priorities, and goals.

Rather than sounding like another salesperson, you'll learn how to sound like a professional worth talking to.