

Welcome to Sandler SaleFish

***Two Day
Quick Start
Bootcamp***

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Everything You Need to Know

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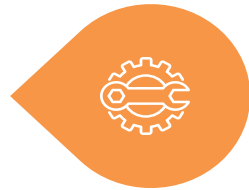


DATE & TIME OF TRAINING

October 21 & 22, 2025

8:30 am – 4:30 pm

Next bootcamp:
May 12 & 13



YOUR HOST

Rich Austin is a dynamic, authentic and personable trainer & coach --- he's been a struggling salesperson once before. His goal is to offer relatable stories, advice and no-nonsense tactics to enhance skillsets for greater performance and quota attainment.



LOCATION

To be announced in soon!

Bootcamps are typically held in a hotel, conference room or co-working space in downtown Austin. Stay tuned for details.

We provide multiple hotel options to accommodate non-local participants.



FAQS

Do you offer a discount for multiple participants?

We offer incentives for groups of 3 or more. Contact us to discuss.

How do I login to Sandler Online?

Go to learn.sandler.com. During onboarding, you will receive an email with login information; it will be your email address and a temporary password. If you need help, contact [Christina Brewer](#)

What if I want more content on a certain Sandler topic or technique?

Refer to our [Sandler Online Resource Library](#) which is sorted by topic and media forms. This content is curated as the 'best of Sandler' for reinforcement, from 2 minutes to 45.

Two Day Curriculum

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**FACILITATOR-LED, INTERACTIVE, TWO-DAY INTENSIVE
WITH ROLE-PLAY TO EQUIP YOU WITH THE CORE
PRINCIPLES OF THE POWERFUL SANDLER SELLING SYSTEM**

Day 1:

- Sandler Introduction/Overview
- Benefits of an effective and efficient selling system
- Four results of the Sandler Selling Process
- The Trust Equation and how to leverage it to build long-term business intimacy
- The role of active listening and participation in building rapport
- Elements of communication to build stronger relationships
- Setting strong expectations agreeable to both parties to build equal business stature
- Sandler Selling System qualification process
- Understand the four Buying Emotions
- Tactics to find buyers' compelling emotional reasons to buy

Day 2:

- Questioning strategies to get the prospect talking
- How to discuss investment early on
- Uncovering decision making process and key decision makers
- Confirming the close
- Pain-based presentations
- Prevent the loss of a sale
- Generate referrals tactfully
- Build behavioral, attitudinal, & technique proficiency
- Build a Prospecting Cookbook to achieve your goals
- Effective prospecting activities
- Phone Engagement Process



Goals of the Quick Start Bootcamp

- Provide a simple yet effective game plan to qualify, close and present more effectively
- Share a no pressure sales methodology that will drop the wall between buyer and seller and fill your pipeline with opportunities
- Help you generate higher quality appointments and increase your closing percentage



Participant Take-Aways

- Run a no-pressure sales call to differentiate from the competition and get to the truth with your prospect, immediately
- Build agendas with your prospects that guarantee a decision to move forward or move away
- Utilize the Sandler Selling System qualification process
- Learn a questioning template to help the prospect self-discover and quantify their pain
- Develop comfort in discussing investment (Time, Money, Resources) early on
- Learn to uncover the prospect's decision-making process before presenting
- Introduction to prospecting strategies to help you identify, organize, and track the activities required to achieve your goals
- Master a Pain-based 30-second commercial for all prospecting situations

Contact Us

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