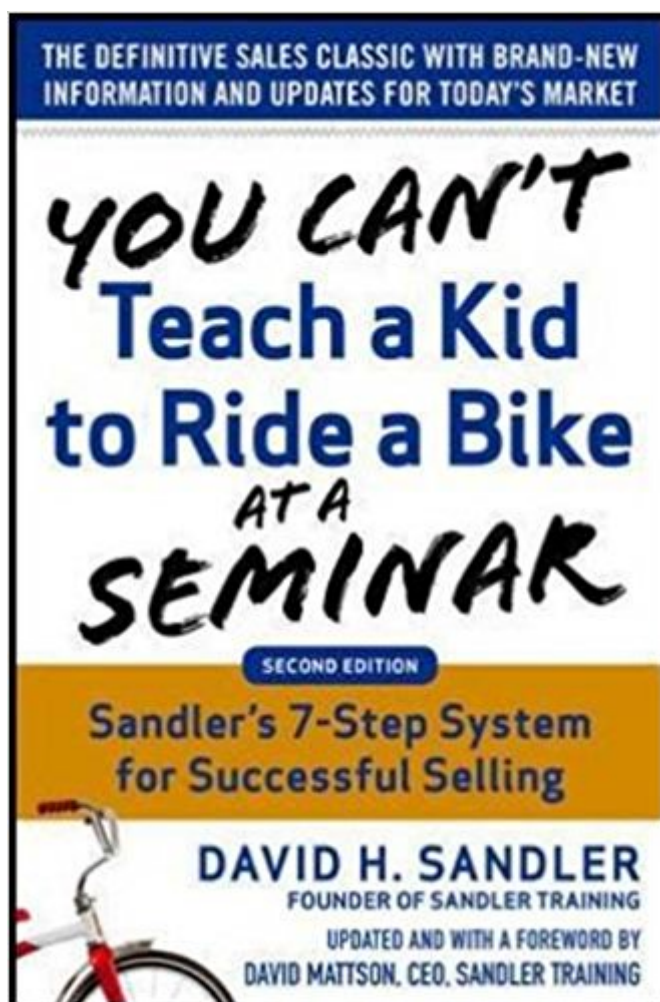


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# You Can't Teach A Kid To Ride A Bike At A Seminar, 2nd Edition: Sandler Training's 7-Step System For Successful Selling (Business Books)





## Synopsis

The timeless guide to sales success has been revised to help you supercharge personal and team performance in a new economy "People make buying decisions emotionally and justify them logically." That shrewd insight from the first edition of this bestselling book has become a no-brainer among sales professionals. Now, the new edition of classic work that has helped millions of sales professionals take their career to new levels offers critical new insights, information, and tools for success in today's economy. *You Can Teach a Kid to Ride a Bike at a Seminar, Second Edition* retains David Sandler's classic, battle-tested advice on driving personal and organizational success by breaking the rules of conventional selling. And now Sandler Training's CEO, David Mattson, has revisited it to provide additional skills designed for today's highly competitive and more complex sales landscape. With this powerful guide, you'll learn how to: Take the lead in the "buyer/seller dance" Get the prospect to do most of the talking Have a process for answering questions from prospects Know when a prospect is shopping you . . . and what to do about it Move the relationship forward without becoming an unpaid consultant Master the seven steps of the "Sandler Submarine" Use LinkedIn as a prospecting and qualifying tool Establish an "up-front contract" or call roadmap, before your face-to-face meeting Use online research to turn "cold calls" into warm calls Sales professionals and teams that follow these principles and others outlined in the book will transform themselves from mediocre performers into selling superstars. This new edition of *You Can Teach a Kid to Ride a Bike at a Seminar* is a potent mixture of Sandler's timeless techniques and best practices from the most effective sales operation today.

## Book Information

Series: Business Books

Hardcover: 288 pages

Publisher: McGraw-Hill Education; 1 edition (March 23, 2015)

Language: English

ISBN-10: 0071847820

ISBN-13: 978-0071847827

Product Dimensions: 6.2 x 1.2 x 9.2 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.7 out of 5 stars 44 customer reviews

Best Sellers Rank: #24,452 in Books (See Top 100 in Books) #26 in Books > Business &

Money > Marketing & Sales > Customer Service #50 in [Books > Business & Money > Management & Leadership > Training](#) #99 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#)

## Customer Reviews

David H. Sandler, the founder of Sandler Training, created the breakthrough "stress-free" sales training program that forever changed the landscape of professional selling. He passed away in 1995. David Mattson is the CEO of SandlerTraining, an international training and consulting organization headquartered in the United States. Since 1986, he has been a trainer and business consultant for management, sales, interpersonal communication, corporate team building and strategic planning throughout the United States and Europe.

David does an excellent job driving the points home. He truly repackages what selling should be and how you the seller should be thinking and identifying. What makes this book unique to me is the holistic method it follows. It wants the seller to be emotionally balanced and at peace in order to be the best sales person. This is perfect for people who get anxious during the selling process and provides tips on how to arm yourself emotionally. This book helps you pinpoint the emotional part of buying and equips you to have better interpersonal skills which will help you in business overall.

Great book that addresses the human behaviors and potential road blocks to dealing with people. Just started reading it, but it was the basis for a recent seminar I attended. Targeted to people in the sales fields but practical application for people in general. Worth the time and price, and a fraction of the seminar cost.

1. Behavior & Mindset a. Self-esteem: *"Role success or failure is merely a measurement of how well you are doing in your acquired roles. But in no way do roles affect your value as a human being"* b. The most effective sales training is reinforced over time and in person c. Use *"pay time"* (usually 9a-5p) productivity; complete administrative work during *"no pay time"* d. Always go for a *"yes"* or *"no"*; there is nothing worse than *"I want to think it over"*; e. Negative reverse selling: *"Mr. Jones, based on what you have told me so far, my feeling is that you have absolutely no interest in what I am selling. So, before I leave, can I ask you one last question: Is it*

over? **5. Know your competition, specifically your and their key differentiators** g. **Top sales performers spend 80 percent of their time servicing their clients and customers, and only 20 percent of their time prospecting** h. **Speak softly. Nice and easy.** i. **ask the prospect to share how they expect to use and get value from your product (ex: “Could you tell me more specifically just how you see the fit?”)** j. **“Quite often, salespeople think they’re slacking in performance because they don’t set goals, or they don’t work their plan, or they don’t execute their techniques effectively in front of a prospect.”**

**2. Bonding** a. **Prospects try to gather as much information as possible while giving little; do not allow prospects to treat you as an unpaid consultant; “sell today [and gather information] and educate tomorrow”** b. **“the best way to get in front of a prospect is via an introduction from an existing customer”** c. **Preempt expected stalls and objections** d. **“Don’t act superior. Don’t use buzzwords. Don’t appear to be Mr. or Ms. All-Together.”**

**3. Up front contracts** a. **“make an agreement with the prospect about what’s going to occur during the sales process, and once the agreement is firm, the pressure is off because the sale is closed.”** b. **“set the agenda for [every] sales call”** c. **“If you decide to send literature to a prospect, don’t do it without an Up-Front Contract that explains what happens next.”**

**4. Pain** a. **People buy emotionally** 5. **Budget** a. **Focus on the cost to your prospects if they do nothing** b. **Don’t wait to deal with money until the end of your sales presentation. Get the issue on the table up front. “Do you have a budget set aside for this project?”** c. **Give the client the opportunity to apply the small investments toward the big-ticket price, and you’re likely to lock up the business.**

**6. Decision** a. **Uncover the decision making process in the prospect’s firm** b. **“One of the most important decisions you must make is when to disengage because you haven’t qualified the decision maker!”** c. **“who besides you will be involved in the decision-making process?”** d. **“Help your prospect organize his or her presentation to the decision makers.”** e. **“Let’s assume that you have five pains to solve during your presentation. You begin with the most troublesome pain first and explain how your product or system can alleviate the problem. You then say: “John, are you 100 percent comfortable that my service will solve the problem?”** f. **The Thermometer**

Technique Before you proceed with any more pain, however, use the Thermometer technique, which helps you measure the degree to which your prospect has been sold. Here's how it works: "John, we've covered a lot of ground so far, and there's still more to show you, but on a 0-to-10 scale, 0 meaning you have no interest in my service and 10 meaning you have already decided to buy my service, where are you?" 7. Fulfillment a. Show your prospect that your product/service will eliminate their pain (rather than selling features & benefits) 8. Post-sell a. the traditional salesperson underestimates Buyer's Remorse b. "Instead of rushing to the office to process the order before the prospect changes his mind, give the person the chance to back out, while the two of you are talking, before you seal the deal."

Fantastic and a great read.

I've read many sales books and this one is among the best. Timeless principles to apply and very useful tips on how to deal with several hard objections during sales' conversations.

I only wanted to read chapter 9 because someone referenced it in a training document I was reading. I started reading and could not put it down. I finished it in the middle of a concert!!!!

I'm 6 months into sales and despite the fact that I conduct my business online, I should have read it earlier. This book is amazingly relevant to all kind of sales.

Very useful! Helped me a lot starting out in my financial services. Would recommend to everyone, Sandler selling system is incredible.

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