

The Ruby Group

4TH QUARTER TRAINING CATALOGUE

Sales Mastery & President's Club

+ Save the Date

SANDLER ANNUAL SALES AND LEADERSHIP SUMMIT

March 19-20, 2024 | Orlando

SANDLERSM

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2023*

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*Goal Setting
Series*

WORKSHOP DETAILS

Oct.
2023

► **Applying Transactional Analysis in Sales SM**

In this session, you will learn about Transactional Analysis (TA), the theory of psychology on which the Sandler Selling System is based. You will discover how behavior patterns influence people's motivation and their ultimate buying decisions. You will learn about ego states and how they develop and affect your selling success. Also, you will determine which ego state governs your behavior when dealing with prospects and whether that behavior is the most effective.

Jordan Mullet | 10/2, 4-5pm | 10/3 10am - 11am | 10/06, 10-11am

► **Q&A with Mike PC**

The sales world is not straight forward and can sometimes leave us stumped. Elevate your sales game with our Sandler workshop featuring expert, Mike Jones! Bring any sales question and explore proven advice to common questions others are asking. Get some of your own questions answered and gain insights from peers' experiences as you step closer to sales success with us!

Feel free to submit questions beforehand, or in person at the workshop. Questions may be submitted here:

10.3 | <https://survey.zohopublic.com/zs/s9D7Jw>

10.6 | <https://survey.zohopublic.com/zs/arD7Uk>

Mike Jones | 10/3, 8-9am | 10/6, 12-1pm

► **Setting Goals SM**

Join us to identify your personal life goals and determine what you need to do to achieve those goals. Additionally, make a plan to track your progress and fine-tune the plan.

Matt Rocco | 10/9, 4-5pm | 10/10, 10-11am | 10/13, 10-11am

► **Keeping Your Accounts Strong PC**

In "Keeping Your Accounts Strong," we'll reveal proven strategies for winning and retaining clients developed over a decade. Our experienced instructor, once focused on acquiring new clients, now excels in client retention, offering practical tips to strengthen relationships. Join us for this valuable workshop and boost your client engagement and loyalty.

Jordan Mullet | 10/10, 8-9am | 10/13, 12-1pm



Oct.
2023

► **Formula for Success SM**

To succeed in sales, you must have a strategy that guides you throughout the workday. In this lesson, you will learn about Sandler's Formula for Success and how to use it to generate your strategy for accomplishing the everyday tasks involved in sales.

Jason Reynolds | 10/16, 4-5pm | 10/17, 10am - 11am | 10/20, 10-11am

► **Enhancing Sandler Through AI PC**

Join us for a practical workshop on enhancing your Sandler training with AI. While AI can't replace good sales techniques, it can certainly help you approach sales more effectively and efficiently.

In this session, we'll delve into the integration of AI techniques into your Sandler training, covering essential skills like tailored messaging, simulated sales scenarios, and AI-supported role-playing. Matt Luptak will provide hands-on guidance to help you gain insights and ethical and practical considerations into the do's and don'ts of using AI in sales.

Matt Luptak | 10/17, 8-9am | 10/20, 12-1pm

► **Why Have a System SM**

The selling process can be a challenging undertaking, especially when one does not fully understand the nature of the relationship between buyers and sellers. In this session, we will define this relationship. The purpose is to give you the advantage by recognizing what you control and how to leverage such control.

Doug Whittington | 10/23, 4-5pm | 10/24, 10am - 11am | 10/27, 10-11am

► **No Guts, No Gain: Need to Excel PC**

We are excited to offer the content from the powerful No Guts, No Gain program in President's Club. This is the sixth and final installment in this series.

You would not have invested your time in this course unless you had a 'Need to Excel. No doubt, you now have a better grasp of Risk, Decision Making, Failure, Procrastination, etc. after listening to David Sandler's creative insights into these areas. Employ the concepts that David Sandler gave you, and you will develop More Guts and More Gain.

Jason Reynolds | 10/24, 8-9am | 10/27, 12-1pm

"To get to the top of the sales profession, you've got to practice. Find a system and learn it. Spend enough time getting to know it, and soon you will own it. And then, even under pressure, you will deliver."

-- David Sandler

► **Bonding and Rapport SM**

Join us as we explore how to connect meaningfully with your prospects, build rapport, avoid sending mixed messages, and ensure that you and your prospects are on the same page as you move through the development process.

Robert Perry | 10/30, 4-5pm | 10/31, 10am - 11am | 11/3, 10-11am

► **Sandler Rules PC**

David Sandler discovered that it isn't how you feel that determines how you act, it's how you act that determines how you feel. He reasoned that if he could guide salespeople to do the appropriate behaviors, the attitudes and beliefs would develop...and once the rules of successful selling were ingrained, the successes would occur almost effortlessly. From that reasoning, the Sandler Rules emerged. Over the course of 2023, we have been exploring these timeless, proven principles for effective sales. Join us as we cover the final rules, to finish out 2023. You won't want to miss this session.

Robert Perry, Matt Rocco, and Doug Whittington | 10/31, 8-9am | 11/3, 12-1pm

► **Up-Front Contracts SM**

It's difficult to achieve a win/win outcome unless all parties agree to the outcome they seek. That's why up-front contracts are a strategic element of the Sandler selling system. In this lesson, we will take a closer look at the purpose and benefits of developing strong up-front contracts at various stages of the selling process.

Matt Rocco | 11/10, 10-11am

► **Managing Expectations Through Up-Front Contracts PC**

Learn how to proactively set expectations, enhance accountability, and build stronger connections in this informative session. Whether you're looking to improve professional relationships or personal ones, this workshop equips you with the skills and tools you need for effective communication and conflict resolution. Don't miss this opportunity to take control of your interactions and pave the way for smoother collaborations.

Pat McManamon | 11/10, 12-1pm



Nov.
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► Questioning Strategies SM

In this session, you will learn specific questioning strategies to decode prospects' explanations, statements, and wishy-washy responses. You will learn how to clarify the prospect's intentions and how to figure out if the prospect is objecting or just reporting. Additionally, we will discuss how to control the direction of the conversation and keep conversations focused and on topic.

Doug Whittington | 11/13, 4-5pm | 11/14, 10am - 11am | 11/17, 10-11am

► Are You Planning a Pre-Call Plan? PC

Uncover the essential strategies to boost your sales performance even before your first interaction with a prospective client. Learn how to meticulously prepare for client interactions by reviewing the 5 Steps of The Pre-Call Plan, ensuring every call counts and is providing you the proper return on investment. From crafting compelling opening statements to overcoming objections with finesse and learning to measure ROI, this workshop equips you with the skills to close deals confidently and consistently.

Tom Thon | 11/14, 8-9am | 11/17, 12-1pm

► Pain SM

In this session, you will learn how to measure the quality of an opportunity (and ultimately decide whether or not to pursue it) based on the prospect's need for your product or service. We call that need their "pain."

Pat McManamon | 11/20, 4-5pm | 11/21, 10am - 11am

► Closing the Sale PC

Role-play day! Join us for this role-play workshop where we'll explore different techniques for closing the sale. This will be an open forum so submit your scenarios now at the link below, or share them when you arrive for the workshop and watch our trainers work through your toughest sales situations.

Scenario Submission: <https://survey.zohopublic.com/zs/g8BU6M>

Steve Weyl & Matt Luptak | 11/21, 8-9am



Goal Setting Series

Dec.
2023

JOIN US IN PERSON OR VIA LIVESTREAM

3480 W Market St #102 Fairlawn, OH 44333

► **Goal Setting PC**

What are you hoping to achieve in 2024? Goal setting is establishing the path from where you are to where you want to be. Join us and set SMART goals in eight personal and professional areas to help you stay focused and accountable. Dig into what drives you and learn the process to create a motivating vision for your future and a plan to achieve it.

Ken Guest | 11/27, 4-7pm | 11/28, 8-11am | 12/1, 12-3pm

► **Vision Boarding PC**

Our Vision Boarding workshop will provide a simple and fun environment for creating a visual of your goals. Build a tangible vision board using images and words from magazines or a digital board to create a collage that represents your aspirations and experiences. The finished board will remind us why we do what we do and keep us motivated in 2024.

Jordan Mullet | 12/4, 4-5:30pm | 12/5, 8am - 9:30am | 12/8, 12-1:30pm

► **Cookbooks for Success PC**

If you have participated in the two Goal Setting Series sessions leading up to today, then you have spent time dreaming, vision boarding, and goal setting. Now create your plan to achieve your goals. Learn what you should measure, how to set realistic goals, and the techniques to find success in creating a sales cookbook.

Mike Jones | 12/11, 4-5:30pm | 12/12, 8-9:30am | 12/15, 12:00-1:30pm

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by The Ruby Group

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