

The Ruby Group

# 2024, 1ST QUARTER TRAINING CATALOGUE

Sales Mastery & President's Club

+ Save the Date

SANDLER<sup>SM</sup>

SANDLER ANNUAL SALES AND LEADERSHIP SUMMIT

March 19-20, 2024 | Orlando

Jan.  
2024

- Sales Amplification Through NLP Mastery [PC](#)
- Budget [SM](#)
- Advanced Pain-Questioning Strategies [PC](#)
- Decision [SM](#)
- Concessions: Discovering The Art of Successful Negotiation [PC](#)
- Closing the Sale [SM](#)
- You Say, They Say, You Say: Mastering Strategic Sales Conversations [PC](#)
- Improving Your BAT [SM](#)

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- K.A.R.E Blueprint: Effective Behavior and Account Management Techniques [PC](#)
- Breaking Through Your Comfort Zone [SM](#)
- Selling to The Modern Buyer: The Top Ten Rules from "Selling to the Modern Buyers - 52 Rules for Sales Success" [PC](#)
- Creating a Prospecting Plan [SM](#)
- Skill Development: Tools And Tactics to Create Trust [PC](#)
- Making the Prospecting Call [SM](#)
- Client Squared: Unlocking Exponential Growth Through 5 Areas of Conversation [PC](#)
- Negative Reverse Selling [SM](#)
- Optimizing Q1 Performance: Exploring Sandler's Success Triangle [PC](#)
- Applying Transactional Analysis in Sales [SM](#)

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- Lessons Learned: 2 Years VS. 2 Decades [PC](#)
- Setting Goals [SM](#)
- Navigating Sales Dynamics: Case Studies for Growth [PC](#)
- Formula for Success [SM](#)
- Scripting Your "Rehearsed Spontaneity" [PC](#)
- Why Have a System [SM](#)
- The Critical Stage: Budget-Decision-Closing [PC](#)
- Bonding and Rapport [SM](#)

# WORKSHOP DETAILS



## ► Sales Amplification Through NLP Mastery Sales PC

Explore the immediate impact of Natural Language Processing (NLP) techniques on sales effectiveness. Dive into practical strategies designed to amplify communication and drive sales growth. Learn how AI-driven NLP can be harnessed to transform your selling approach. Gain actionable insights that could revolutionize your sales game.

Jason Reynolds | 1/4, 4-5pm | 1/5, 12-1pm

## ► Budget SM

Join us to understand the underlying reasons why some salespeople are uncomfortable discussing money matters. After this session, you will know how to uncover a prospect's budget expectations and limitations. You will learn how to use special questioning techniques to uncover the prospect's budget that's available to invest in their product or service.

Tom Thon & Matt Rocco | 1/5, 10-11am

## ► Advanced Pain-Questioning Strategies PC

Refine your sales technique with Advanced Pain-Questioning Strategies! Master the effective techniques of the Pain Funnel, proven to uncover crucial insights from your prospects. Discover pivotal questions to identify pain points and explore the three key elements of The Pain Triangle. Join us to hone these skills and elevate your sales game to new heights!

Tom Thon | 1/9, 8-9am | 1/11, 4-5pm | 1/12, 12-1pm

## ► Decision SM

The objective of the Decision Step in the Sandler Selling System is to identify the prospect's decision-making process. Understanding the process will ensure you access the real decision-makers and can successfully conclude your sale.

Matt Luptak & Steve Weyl | 1/8, 4-5pm | 1/9, 10-11am | 1/12, 10-11am



Jan.  
2024

## ► Concessions

### - Discovering The Art of Successful Negotiation PC

Negotiating can be challenging—often, our instincts clash with effective strategies. At this workshop, delve into the difference between comfort and effectiveness in negotiations. Learn the Three-Step Concession Plan, a powerful tool to navigate concessions confidently and achieve your desired outcomes. Understand the steps you need to take to make concessions work for you, turning discomfort into negotiation skills that truly deliver.

Ken Guest 1/16, 8-9am | Mike Jones 1/18, 4-5pm | Ken Guest 1/19, 12-1pm

## ► Closing the Sale SM

The purpose of a presentation is to obtain a decision. The prospect's commitment to making that decision must be obtained before you start your presentation. You will learn how to obtain that commitment, deliver a presentation consistent with the prospect's priorities, obtain the buying decision and set the stage for additional business and referrals. You will understand how to close the sale and be aware of the potential roadblocks to achieving that objective.

Matt Rocco & Tom Thon | 1/15, 4-5pm | 1/16, 10-11am | 1/19, 10-11am

## ► You Say, They Say, You Say

### - Mastering Strategic Sales Conversations PC

In this session you'll be challenged with strategy and tactic in a myriad of common sales interactions. Like a professional chess player who already sees opportunities and pitfalls three, four, and five or more moves into the future, a professional salesperson must do the same.

Steve Weyl | 1/23, 8-9am | 1/25, 4-5pm | 1/26, 12-1pm

## ► Improving Your BAT SM

In this session, you will learn how success is the convergence of three core elements: Attitude, Behavior, and Technique. You'll also discover how long-term success depends on the inextricable connection between these elements.

Steve Weyl & Matt Luptak | 1/22, 4-5pm | 1/23, 10-11am | 1/26, 10-11am

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*"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

► **K.A.R.E Blueprint**  
– **Effective Behavior & Account Management Techniques** PC

Feeling overwhelmed by the demands of account management and client relationships? Let the K.A.R.E principles be your blueprint to streamline and enhance your business strategies. Delve into the strategic K.A.R.E framework (Keep, Attain, Recapture, and Expand). Refine your account management expertise, nurture client connections, and confidently drive sustainable business growth.

Jason Reynolds | 1/30, 8-9am | 2/1, 4-5pm | 2/2, 12-1pm

► **Breaking Through Your Comfort Zone** SM

David Sandler identified the connection between self-esteem and role performance. In this lesson, you will learn how your level of self-esteem creates a comfort zone of performance in your various roles. You will also learn how to break through your comfort zone and achieve greater levels of performance.

Jordan Mullet & Robert Grant Perry | 1/29, 4-5pm | 1/30, 10-11am | 2/2, 10-11am

► **Selling to The Modern Buyer – The Top Ten Rules**  
from **“Selling to the Modern Buyers – 52 Rules for Sales Success”** PC

Get ready for a sales workshop like no other as we delve into the pinnacle of sales wisdom from the acclaimed book, "Selling to the Modern Buyers – 52 Rules for Sales Success." In true David Letterman style, we're breaking down the top ten rules that will reshape your approach to selling and elevate your success in the dynamic landscape of modern buyers.

Jordan Mullet | 2/6, 8-9am | 2/8, 4-5pm | 2/9, 12-1pm

► **Creating a Prospecting Plan** SM

Join us to learn the importance of developing personal financial goals and their role in providing motivation and focus for prospecting goals. We will examine different prospecting methods and their effectiveness and use that information to determine the best mix for your situation. Finally, we will explore methods for tracking your activities and results so you can manage your behavior and remain on track to accomplish your goals.

Doug Whittington & Pat McManamon | 2/5, 4-5pm | 2/6, 10-11am | 2/9, 10-11am



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*"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

► **Skill Development**  
- **Tools And Tactics to Create Trust PC**

Application day! Join in as Pat and Robert demonstrate scenarios of Sandler's proven tools for cultivating trust and initiating impactful conversations. Through practical demonstrations, you'll learn techniques that establish genuine connections and rapport and are proven to open prospects to a conversation. Gain insights to apply these strategies effectively in your interactions, empowering you to build more meaningful professional relationships.

Pat McManamon & Robert Grant Perry | 2/13, 8-9am | 2/15, 4-5pm | 2/16, 12-1pm

► **Making the Prospecting Call SM**

Learn how to identify and comfortably connect with your ideal prospect in a meaningful manner, create a concise and relevant 30-second commercial, develop an engaging prospecting script, and start by engaging with assistants and other gatekeepers.

Tom Thon & Matt Rocco | 2/12, 4-5pm | 2/13, 10-11am | 2/16, 10-11am

► **Client Squared**  
- **Unlocking Exponential Growth Through 5 Areas of Conversation PC**

Unlock the potential for exponential growth with Client Squared, the ultimate tool for fostering introductions and referrals. In the realm of enterprise accounts, mastering five key conversation areas is paramount to empower your contacts in providing invaluable referrals. Are you actively engaging in proactive discussions with your top-tier enterprise accounts, or are opportunities for exponential growth slipping through the cracks? Discover how Client Squared can help identify untapped revenue streams within these accounts, transforming missed chances into unprecedented growth opportunities.

Ken Guest | 2/20, 8-9am | 2/22, 4-5pm | 2/23, 12-1pm

► **Negative Reverse Selling SM**

Negative Reverse Selling is the strategy of exhibiting behavior to your prospects opposite to what they have come to expect. In this session, you will learn how this strategy prevents you from looking and acting like the stereotypical salesperson, giving you a slight edge over other salespeople and can mean the difference between closing the sale and not closing it.

Pat McManamon & Doug Whittington | 2/19, 4-5pm | 2/20, 10-11am | 2/23, 10-11am



► **Optimizing Q1 Performance**  
- Exploring Sandler's Success Triangle PC

Gear up for Q1 success with Mike's focused session, refining the crucial elements: Behavior, Attitude, and Technique. Dive into Sandler's acclaimed Success Triangle, fine-tuning your approach for the crucial first quarter. Acquire practical insights to sharpen these core aspects, empowering you with actionable techniques to amplify your professional success.

Mike Jones | 2/27, 8-9am | 2/29, 4-5pm | 3/1, 12-1pm

► **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.

Matt Rocco & Tom Thon | 2/26, 4-5pm | 2/27, 10-11am | 3/1, 10-11am

► **Lessons Learned: 2 Years VS. 2 Decades** PC

Join this exclusive workshop led by seasoned experts with both extensive industry tenure and fresh perspectives. This workshop offers a unique exploration into the juxtaposition of insights gained over two years versus the profound depth of knowledge cultivated over two decades. Sit in as Mike Jones and Matt Rocco, distinguished figures in the Sandler realm, share interactive discussions and experiences. This session provides invaluable takeaways, empowering individuals to harness the combined power of experience, innovation, and expertise gleaned from practiced professionals.

Mike Jones & Matt Rocco | 3/5, 8-9am | 3/7, 4-5pm | 3/8, 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 Luptak & Steve Weyl | 3/4, 4-5pm | 3/5, 10-11am | 3/8, 10-11am

► **Navigating Sales Dynamics: Case Studies for Growth** PC

Journey through three distinct salesperson profiles in this illuminating workshop. Explore their strengths, weaknesses, and approaches to sales, uncovering invaluable lessons along the way. Through real-world case studies, glean practical insights and strategies designed to nurture growth and maximize your potential in the sales arena.

Jordan Mullet | 3/12, 8-9am | 3/14, 4-5pm | 3/15, 12-1pm



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### ► **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.

Robert Perry & Jordan Mullet | 3/11, 4-5pm | 3/12, 10-11am | 3/15, 10-11am

### ► **Scripting Your "Rehearsed Spontaneity" PC**

Have you actually scripted your Up-Front Contract? How about transition statements from one Sandler step to another? The best salespeople do the same things over and over. Ironically, the worst salespeople do the same things over and over, too! Steve will take you through some must-have scripts that will simplify the Sandler Sales Process while shortening your sales cycle.

Steve Weyl | 3/19, 8-9am | 3/21, 4-5pm | 3/22, 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.

Steve Weyl & Matt Luptak | 3/18, 4-5pm | 3/19, 10-11am | 3/22, 10-11am

### ► **The Critical Stage: Budget-Decision-Closing PC**

The lure of 'happy ears' after uncovering a Prospect's Pain is a common challenge. It's all too easy to skip crucial steps in the Sandler Prospect qualification process. By overlooking the vital Budget and Decision aspects, we miss crucial checkboxes before reaching Fulfillment and Post-Sell conversations. Dive into our session to gain valuable insights and techniques to navigate these critical stages effectively.

Tom Thon | 3/26, 8-9am | 3/28, 4-5pm | 3/29, 12-1pm

### ► **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.

Doug Whittington & Pat McManamon | 3/25, 4-5pm | 3/26, 10-11am | 3/29, 10-11am

# Sandler Foundations Boot Camps

## In-Person & Virtual Classes

### Have You Reached Your Sales Potential? Change the way you sell and increase your results!

If you want to reach your next level of sales success or sharpen your skills, join us for a Foundations Boot Camp. Our sessions are designed to provide an understanding of the Attitudes, Behaviors, and Techniques necessary to elevate sales performance.

#### Participants will:

- Establish a system for selling that puts you and the prospect at ease
- Develop questioning strategies to uncover the prospect's true motive to buy
- Learn to take control of the sales process and avoid the "buyer-seller" dance
- Uncover the power of becoming mentally and emotionally tough in sales
- Learn how to prevent stalls, objections and become comfortable prospecting
- Overcome your sales head trash and take your professional skills to the next level
- Understand how to develop a trusted adviser relationship with prospects

#### Contact Us for More Info

330-929-9449

[therubygroup@sandler.com](mailto:therubygroup@sandler.com)

[Therubygroup.sandler.com/bootcamp](http://Therubygroup.sandler.com/bootcamp)

#### 2024 Boot Camp Schedule:

- In-person sessions held from 8:00-4:30. ET
- Virtual classes via Zoom from 1:00-4:30. ET

Jan. 17 & 18	In person	Akron, OH
Feb. 14, 15, 21 & 22	Virtual	
March 13 & 14	In person	Akron, OH
April 17, 18, 24 & 25	Virtual	
May 15 & 16	In person	Jacksonville, FL
June 5, 6, 12 & 13	Virtual	
July 17 & 18	In person	Akron, OH
Aug. 14, 15, 21 & 22	Virtual	
Sept. 11 & 12	In person	Jacksonville, FL
Oct. 9, 10, 16 & 17	Virtual	
Nov. 20 & 21	In person	Akron, OH
Dec. 4, 5, 11 & 12	Virtual	

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By The Ruby Group

Akron & Columbus, OH • Jacksonville, FL