

The Ruby Group

2024, 2ND QUARTER TRAINING CATALOG

Sales Mastery & President's Club

SANDLERSM

April
2024

- From 'No' to 'Yes': The Power of Embracing Rejection [PC](#)
- Upfront Contracts [SM](#)
- Prospecting Techniques 1 [PC](#)
- Questioning Strategies [SM](#)
- Prospecting Techniques 2 [PC](#)
- Pain [SM](#)
- Wheel of Prospects and Objections [PC](#)
- Budget [SM](#)
- Negotiating Effectively [PC](#)

May
2024

- Decision [SM](#)
- 7 Selling Certainties Part 1: Technique-Building Workshop with Steve Weyl [PC](#)
- Closing the Sale [SM](#)
- AI Case Studies and Best Practices [PC](#)
- Improving Your BAT [SM](#)
- Q&A with Mike Jones [PC](#)
- Breaking Through Your Comfort Zone [SM](#)
- Sales Lessons from Growing up in Amish Country [PC](#)
- Creating a Prospecting Plan [SM](#)

June
2024

- Behavior Blueprint: Fine-Tuning for Mid-Year Success [PC](#)
- Making the Prospecting Call [SM](#)
- The Art of Strategic Questioning: Uncovering Client Needs for Sales Mastery [PC](#)
- Negative Reverse Selling [SM](#)
- 7 Selling Certainties Part 2: Technique-Building Workshop with Steve Weyl [PC](#)
- Applying Transactional Analysis in Sales [SM](#)
- Jason's 6 F's [PC](#)
- Setting Goals [SM](#)

WORKSHOP DETAILS



► **From 'No' to 'Yes': The Power of Embracing Rejection** PC

Explore the counter-intuitive, yet powerful concept that success often lies in embracing rejection and understanding when to pursue it.

Gain comprehensive understanding as the intricacies of the "go for no" principle through invaluable insights and real-world examples. Learn the art of strategic perseverance and recognize the pivotal importance of knowing precisely when to "go for no," ultimately paving the way for a resounding 'yes.'

Tom Thon | 4/2, 8-9am | 4/4, 4-5pm | 4/5, 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.

Jason Reynolds | 4/1, 4-5pm | 4/2, 10-11am | 4/5, 10-11am

► **Prospecting Techniques I** PC

Join us for week one of a two-week series, designed to formulate successful strategies that will fill your pipeline, leverage technology, and set better sales appointments.

Learn alternatives to cold calling, pointers for scripts and messaging, common prospecting pitfalls, and active vs. passive prospecting. We'll also explore how to leverage the power of introductions and testimonials via LinkedIn.

Ken Guest | 4/9, 8-9am | 4/11, 4-5pm | 4/12, 12-1pm

► **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.

Pat McManamon & Doug Whittington | 4/8, 4-5pm | 4/9, 10-11am | 4/12, 10-11am



► **Prospecting Techniques 2 PC**

Join us for week two of a two-week series, designed to formulate successful strategies that will fill your pipeline, leverage technology, and set better sales appointments.

We'll spend our time fine-tuning your 30-second commercials, using AI to gather data to improve messaging, and work on cold call best practices.

Matt Luptak | 4/16, 8-9am | 4/18, 4-5pm | 4/19, 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."

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

► **Wheel of Prospects and Objections PC**

We've encountered it all! But how do you prepare for the objections you'll inevitably face while prospecting?

Inspired by the whimsical format of the Tonight Show's, "Wheel of Musical Impressions," this interactive session, "Wheel of Prospects and Objections", infuses role-play with the grab bag of real-world roadblocks. Participants will "spin the wheel" to determine the type of prospect they'll engage with and another to reveal common objections they might face. Through this engaging approach, attendees will hone their negotiation skills, adaptability, and ability to overcome objections, empowering them to excel in the ever-evolving landscape of sales.

Jordan Mullet | 4/23, 8-9am | 4/25, 4-5pm | 4/26, 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 | 4/22, 4-5pm | 4/23, 10-11am | 4/26, 10-11am

"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

► **Negotiating Effectively PC**

The goal of negotiating is to reach an agreement that satisfies both parties and moves the relationship forward. Each side feels that the other was fair. Fairness, or at least the perception of fairness, is critical. To achieve this, each side needs to uncover a better understanding of what the other really wants. The best test of a true win/win outcome is whether each party would want to enter into additional negotiations with the other in the future.

A Sandler-trained salesperson knows how to get a good deal and leaves the other side thinking they negotiated a good deal too. In this course you will learn best practices, become proficient at negotiating, and understand the difference between selling and negotiating.

Ken Guest | 4/30, 8-9am | 5/2, 4-5pm | 5/3, 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.

Doug Whittington & Pat McManamon | 4/29, 4-5pm | 4/30, 10-11am | 5/3, 10-11am

► **7 Selling Certainties Part 1: Technique-Building Workshop with Steve PC**

"When it comes to selling, my business is different!" This common refrain often heard by Sandler Trainers reflects the initial perspective of new clients. Yet, regardless of industry, these same clients quickly realize that their selling challenges are neither unique nor new. In this highly interactive session, your understanding of these shared selling issues, or "certainties," will be challenged, alongside your grasp of how Sandler effectively prepares you to address them.

Join us for part 1: a 60-minute concept-training and technique-building workshop. Steve blends informative content with interactive methods and scenario-based exercises for maximum impact. Heighten your awareness and recognition of the selling certainties and leave equipped with practical strategies and insights for overcoming these common selling obstacles.

Steve Weyl | 5/7, 8-9am | 5/9, 4-5pm | 5/10, 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

► 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.

Robert Grant Perry & Jordan Mullet | 5/6, 4-5pm | 5/7, 10-11am
Steve Weyl | 5/10, 10-11am



► AI Case Studies and Best Practices PC

Tailored to professionals eager to harness the power of AI, this session offers an immersive exploration of real-world case studies and industry-leading practices in AI.

Whether you're a seasoned AI practitioner or just embarking on your journey, this workshop provides invaluable insights, essential strategies, and lessons learned from successful AI implementations across various sectors. Gain practical knowledge and actionable takeaways to drive successful AI innovation in today's rapidly evolving digital era.

Jason Reynolds | 5/14, 8-9am | 5/16, 4-5pm | 5/17, 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 | 5/13, 4-5pm | 5/14, 10-11am | 5/17, 10-11am

► Q&A with Mike Jones PC

Looking to master interpersonal dynamics and achieve your goals with finesse? Have your notepad ready for this customized session with Mike Jones, our very own expert in Sandler training. He'll walk you through invaluable insights, strategies, and techniques applicable to your everyday interactions.

Whether you're refining negotiation skills or eager to learn, this workshop is tailored to your needs. Mike covers topics of your choice, ensuring relevance to your circumstances. Bring your burning questions, real-life scenarios, and challenges for personalized advice and solutions. Engage with others' questions and dilemmas to glean principles that can be applied to your individual situations.

Mike Jones | 5/21, 8-9am | 5/23, 4-5pm | 5/24, 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 | 5/20, 4-5pm | 5/24, 10-11am

Jordan Mullet & Jason Reynolds | 5/21, 10-11am

► **Sales Lessons from Growing up in Amish Country PC**

Jordan shares insights from the world's largest Amish community, transforming traditional work ethic and simplicity into sales success. Learn to seize opportunities with vigor, appreciate every role's impact, and handle unpredictable outcomes with a farmer's resilience. This session offers a blend of storytelling and practical tips, equipping you with strategies to navigate the sales landscape with integrity and effectiveness. Perfect for those looking to ground their sales approach in proven principles of diligence and teamwork.

Jordan Mullet | 5/28, 8-9am | 5/30, 4-5pm | 5/31, 12-1pm

► **Creating a Prospecting Plan SM**

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.

Matt Luptak & Steve Weyl | 5/28 10-11am | 5/31, 10-11am

Please note: No Workshops will be held on Memorial Day, 5/27

► **Behavior Blueprint: Fine-Tuning for Mid-Year Success PC**

As we find ourselves at the mid-point of 2024, it's the perfect time to pause and reflect on progress. Join for an engaging session to review your "behavior plan" and explore what to do more of, do better, or do differently, to thrive in the coming months. Through practical insights, and introspective group discussions, you'll be guided on ways to enhance your approach and improve your cookbook.

Jason Reynolds & Mike Jones | 6/4, 8-9am | 6/6, 4-5pm

Jason Reynolds & Mike Jones | 6/7, **Live Workshop w/ Networking*** 11:00 - 1:30pm

Matt Luptak | 6/7, 12-1pm



Live PC & Networking

FAIRLAWN, OH TRAINING CENTER

JUNE 7TH | 11:00AM - 1:30PM



Details/
Registration



► **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.

Pat McManamon & Doug Whittington | 6/3, 4-5pm | 6/4, 10-11am | 6/7, 10-11am

► **The Art of Strategic Questioning: Uncovering Client Needs for Sales Mastery PC**

Dive into the strategic art of questioning in the sales process, a cornerstone of the Sandler methodology. Through hands-on exercises and real-world simulations, attendees will refine their ability to ask insightful questions that uncover hidden client needs and motivations. From mastering the art of open-ended inquiries to navigating objections with precision, this workshop will equip sales professionals with the tools to elevate their sales conversations and drive meaningful outcomes.

Pat McManamon | 6/11, 8-9am | 6/13, 4-5pm | 6/14, 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.

Matt Rocco & Tom Thon | 6/10, 4-5pm | 6/11, 10-11am | 6/14, 10-11am

► **7 Selling Certainties Part 2: Technique-Building Workshop w/ Steve PC**

"When it comes to selling, my business is different!" This common refrain often heard by Sandler Trainers reflects the initial perspective of new clients. Yet, regardless of industry, these same clients quickly realize that their selling challenges are neither unique nor new. In this highly interactive session, your understanding of these shared selling issues, or "certainties," will be challenged, alongside your grasp of how Sandler effectively prepares you to address them.

Join us for part 2: a 60-minute concept-training and technique-building workshop. We will review the content covered in part one and continue to explore practical strategies and insights for overcoming common selling obstacles.

Steve blends informative content with interactive methods and scenario-based exercises for maximum impact. Heighten your awareness and recognition of the selling certainties and leave equipped with practical strategies and insights for overcoming these common selling obstacles.

Steve Weyl | 6/18, 8-9am | 6/20, 4-5pm | 6/21, 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.

Robert Grant Perry & Jordan Mullet | 6/17, 4-5pm | 6/18, 10-11am
Robert Grant Perry & Jason Reynolds | 6/21, 10-11am

► **Jason's 6 F's PC**

Join to learn Jason's 6 F's—a framework born out of the shared struggles of modern life, where juggling work, family, and personal goals can leave us feeling overwhelmed and stretched thin. In this workshop, we'll explore the significance of balancing and prioritizing life through this simple yet powerful framework: The 6Fs—Faith, Fitness, Family, Finances, Fun, and Frequency.

Discover how each of these areas contributes to overall well-being and how maintaining a healthy balance can lead to a fulfilling and purposeful life. Uncover the story behind "The 6 F's"—how Jason's own journey led him here and how he utilizes it today.

Leave the workshop equipped with insights and strategies to implement small shifts to significantly improve your own well-being.

Jason Reynolds | 6/25, 8-9am | 6/27, 4-5pm | 6/28, 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.

Steve Weyl & Matt Luptak | 6/24, 4-5pm | 6/25, 10-11am | 6/28, 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

2024 Boot Camp Schedule:

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

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	

Contact Us for More Info

330-929-9449

therubygroup@sandler.com

[Therubygroup.sandler.com/bootcamp](https://therubygroup.sandler.com/bootcamp)

SANDLERSM

By The Ruby Group

Akron & Columbus, OH • Jacksonville, FL