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Masters
Weekend

A Gathering of Experts

Build Trust in Today's Market



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11 Common Sales-Oriented Problems

Which, if any, of these items are of concern to you?

1. ___ Overcoming stalls & objections.
2. ___ Difficulties with actually closing the sale.
3. ___ Qualifying prospects.
4. ___ Hearing too many "Think-it-overs."
5. ___ Difficulty with asking questions (too much "telling").
6. ___ Making too many bids and proposals that don't turn into sales (unpaid consulting).
7. ___ Building trust & rapport with prospects.
8. ___ Need an effective selling system.
9. ___ Other: _____
10. ___ Other: _____
11. ___ Other: _____

**Rate the above issues on a 1 – 10 scale (10 needing the most work.)
List your 3 most important issues below.**

1. _____ 2. _____ 3. _____



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The Buyer / Seller “Dance”

If you don't have a selling system of your own when you are face-to-face with a prospect, you will unknowingly default to the buyer's system.

The Buyer's System:

1) _____

2) _____

3) _____

4) _____

Traditional Selling System:

1) _____

2) _____

3) _____

4) _____

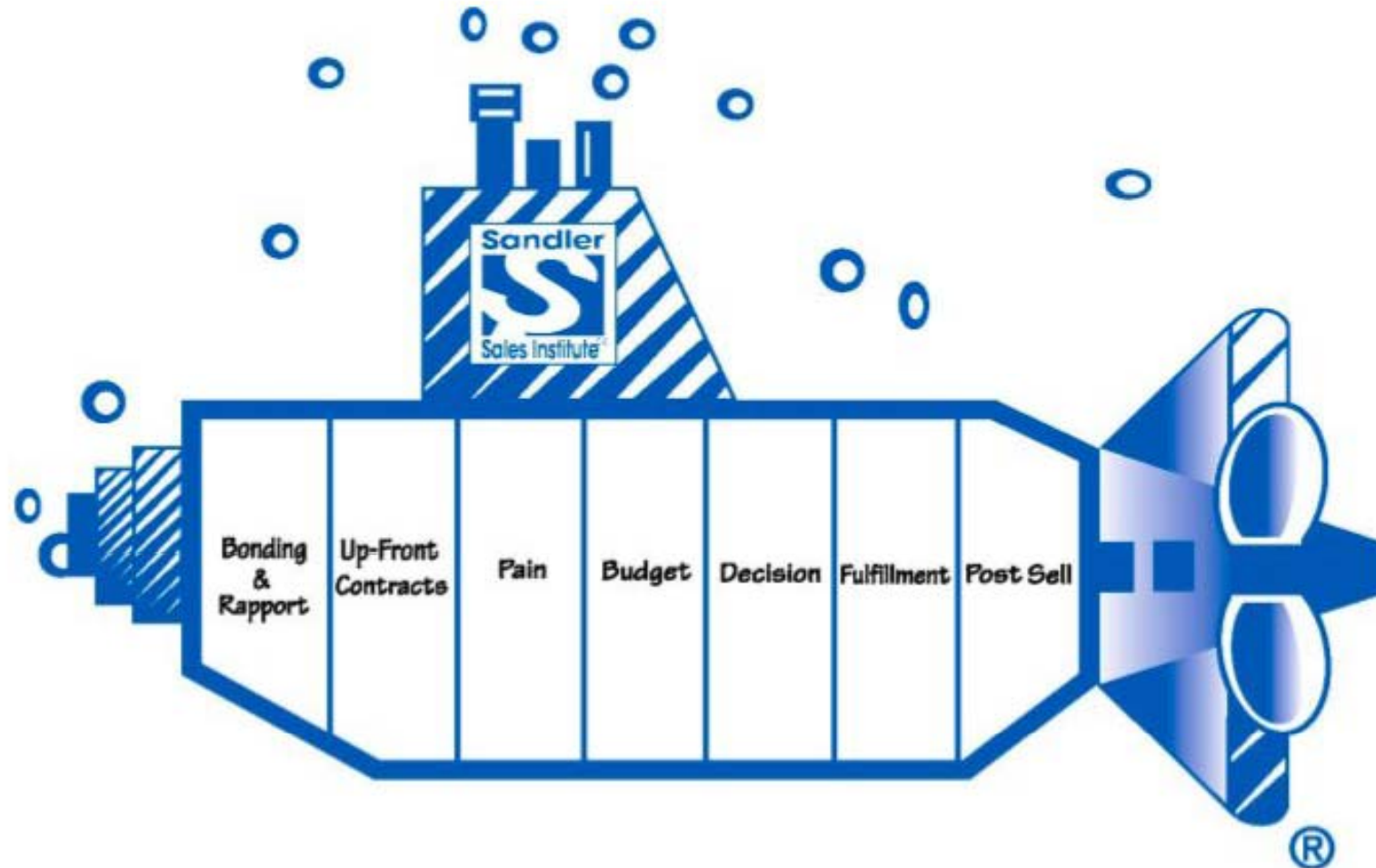


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The Sandler Submarine

Run Silent, Run Deep





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