



**Tactical Skills  
for the Growing Business**

# **The One Sales Technique That Will Change Your Life!**

Presented by

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Danny Wood Enterprises, LLC**

## In Today's Session We'll Cover How To

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- Avoid pitfalls in your sales process.
- Gain equal business stature.
- Remain in control of your call while the prospect feels they are.
- Overcome your biggest fears during the meeting.
- Eliminate interruptions during your sales call.
- Avoid mutual mystification.

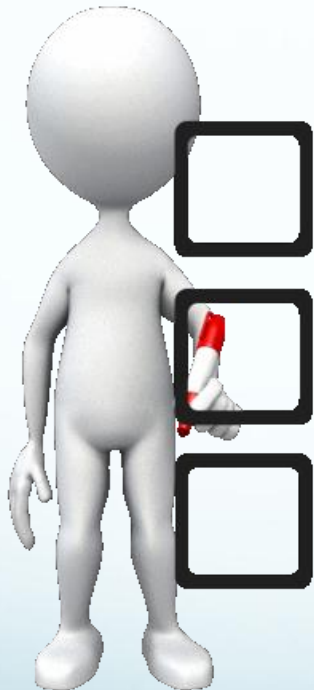


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## What We'll Cover

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....and what specifically would you like me to talk about?



- A Problem
- A Frustration
- An Issue
- Anything!

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## Have you ever experienced any of the following?

- You show up for what you thought was an hour meeting and the person only has 15 minutes.
- The prospect rather than making a decision, tells you they want to “think it over”, and they’ll get back to you.
- You leave a sales call and you can’t specifically state what the outcome was.
- Your prospect tells you things are looking good and you should “touch base” to see where they’re at in a few weeks.

# Up-Front Contracts

**SANDLER  
RULE** 

You can't get mad at someone for doing something you didn't tell them they couldn't do.



An up-front contract is a mechanism by which the salesperson and the prospect agree, before a meeting, to exactly what will take place during the meeting.

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# 5 Elements of the Up-Front Contract

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## 1. Appreciation & Purpose

*Thanks for inviting me in. There must have been a reason for you to do that. Would you please share it with me?*

## 2. Deal with Time

*Just so that we are both on the same wavelength, how much time have you set aside for our meeting today? (Nurture the response)*



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## 5 Elements of the Up-Front Contract

### 3. Naturally...(Their agenda)

*...You'll have some questions for me. Questions like who are the type of clients we serve, how we do what we do, what type of results you can expect, how much it costs...those kind of things, right? (Get a response and nurture it.)*

### 4. Obviously...(Your agenda)

*...I'll have questions for you as well. I need to have a full understanding of the expectations and requirements you would have of a company like mine if we were to do business together...not saying that we will (Ramp-up – Take-away). I'd also like to know the top 2 challenges you are facing when it comes to \_\_\_\_\_ or what might even keep you up at night if you were a light sleeper. Would that be okay? (Get a response and nurture it)*



## 5 Elements of the Up-Front Contract

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### 5. Typically...(Possible outcomes)

*...One of two things will result from our conversation today.*

*No fit – comfortable saying “no”*

*We may see that our Q & A don't fit. If that were the case would you be comfortable saying “Thanks for coming by, but I don't see a match?”  
(Get a response and nurture it)*

*Yes fit - \$/decision*

*On the other hand, we may find that there is a fit. If that's the case, we'll need to talk about things like budget, decision making process, and what it looks like to move forward. Does that sound like a good agenda for today? (Get a response and nurture it)*



## 2 Optional Elements of the UFC Use



A strong up-front contract gives you the opportunity to deal with your biggest fears up front

### 1. Biggest concern or fear



*Before we get started, do you mind if I express a concern? (If something happened to you more than 3 times, deal with it up front. Diffuse the bomb before it has a chance to blow up in your face. Always thank them for helping you with your concern.)*

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## 2 Optional Elements of the UFC

**SANDLER  
RULE**



A strong up-front contract guarantees no interruptions during your sales calls

### 2. Deal with interruptions



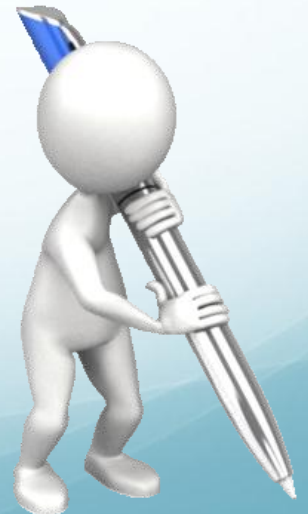
*I don't suppose you've ever been in a meeting with someone when they took a phone call in the middle of your conversation, or were interrupted by others in the office and the meeting got off track? You lost your train of thought? (Wait for a response and then ask:) Could we make sure that doesn't happen to us here today?*

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## You should make an up-front contract:

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- On the phone with the prospect prior to the first meeting.
- Anytime you are going to have a meeting with a prospect.
- Anytime you are beginning one of the steps in the Sandler selling System
- At the conclusion of a sale, to discuss add-on business, future business, and referrals.
- At the conclusion of every meeting.



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## Outline of an Up-Front Contract For You

1. Appreciation and Purpose
2. Deal with Time
3. Naturally...(Their Agenda)
4. Obviously...(Your Agenda)
5. Typically...(Possible Outcomes)
  - No Fit – Comfortable saying “No”
  - Yes Fit – Next Steps

### Optional

1. Biggest Concern or Fear
2. Deal with Interruptions



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## Lessons Learned

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What did you hear today that might make a positive difference in helping you take your business to the next level?



**ONE Thing You Will Start Doing**

**ONE Thing You Will Stop Doing**

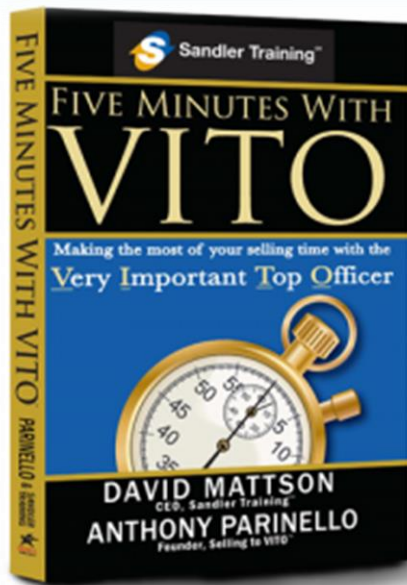


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# Its Raffle Time

- Please take out the card you filled out
- Please circle the M or R or S after I explain what they mean



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Thank you!

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