

WEEKLY SALES TRAINING -NOW LIVE ONLINE-



Dave Arch
President/Owner
Sandler Training

President of Dave Arch and Associates, Inc., an authorized licensee of the Sandler Sales Institute®, Dave Arch, a best-selling author, internationally recognized speaker and conference presenter serves as the National Training Consultant for the Sandler Sales Institute and its 220 franchisees.

Drawing upon twenty-five years of sales experience and a thirty year background in sales training, Dave's sales workshops are featured annually at national conferences.

Sandler Training proudly serves Tenaska, the Omaha Royals, The Maids International, JM Web Design, and First National Bank Merchant Solutions as five of our clients.



“On-going incremental reinforcement” has proven itself as the only way to lasting behavioral change. Single events just don’t cut it.

Consequently, in weekly fifty-nine minute meetings, explore the following topics over a twelve-month period:

- ◆ Build a successful prospecting plan
- ◆ Manage your pipeline
- ◆ Avoid free consulting
- ◆ Neutralize your competition
- ◆ Master effective negotiation
- ◆ Goal set for greater energy
- ◆ Overcome fear of failure
- ◆ Stay in control of the RFP process
- ◆ Shorten your sales cycle
- ◆ Learn to “Sell Like A Doctor”
- ◆ Qualify hard so you can close easy
- ◆ Move beyond features and benefits
- ◆ Gather rapid trust
- ◆ Maintain prospects’ respect
- ◆ Protect yourself emotionally
- ◆ Practice effective questioning skills
- ◆ Sharpen your listening skills
- ◆ Know when you’re being lied to
- ◆ Learn how to get to truth
- ◆ Discover a prospect’s budget
- ◆ Overcome your fear of cold calls

- ◆ Stay in control of the sales process
- ◆ Avoid “pre-mature presentation”
- ◆ Practice delivering bad news
- ◆ Deepen your empathy with clients
- ◆ Minimize your ego involvement
- ◆ Overcome fear of success
- ◆ Get past a gatekeeper
- ◆ Strengthen your guts
- ◆ Strategize effective networking
- ◆ Identify “salesy” behaviors
- ◆ Stop blaming or excusing
- ◆ Manage your time
- ◆ Efficiently utilize a trade show
- ◆ Master a comprehensive system for selling



You can join the group either online or on the phone . . . and every session is also archived for 24/7 access in case your schedule requires you to miss.