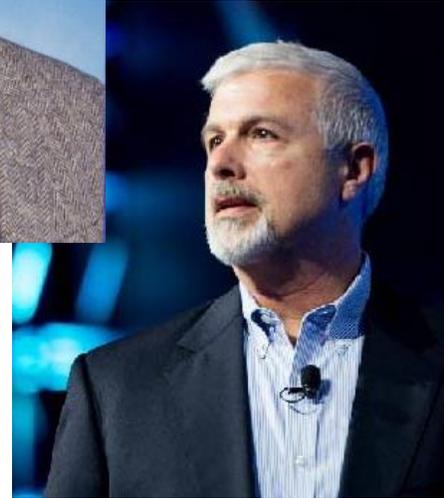
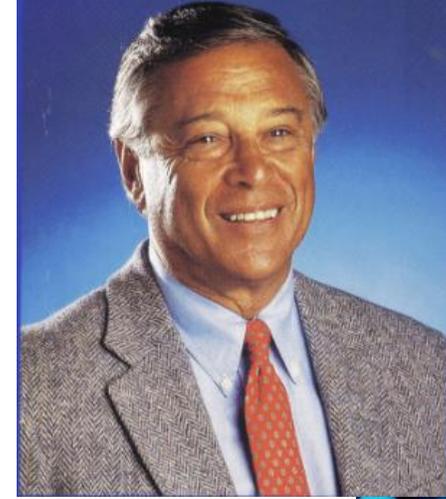


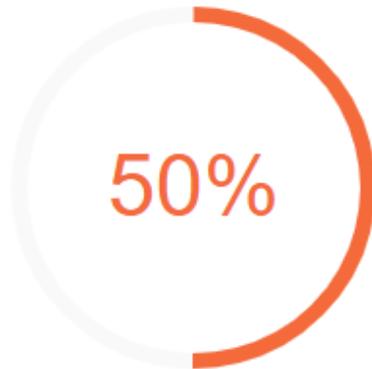
# ROADBLOCKS SALESPEOPLE FACE

Presented by Jason Reynolds

# Welcome to **Sandler Training**



**30,000+** people trained per year



**50%** more salespeople hit quotas than those without Sandler



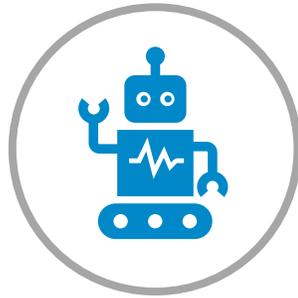
**88%** of salespeople said their sales strategy improved



**96%** of clients polled would recommend Sandler

# Roadblocks

**Technical**



**Conceptual**



**Most roadblocks, stalls, and objections  
you face have evolved from**

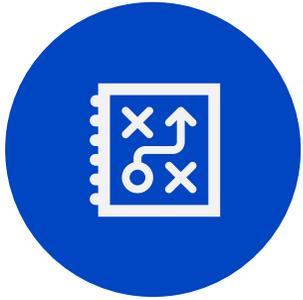
***interactions with the buyer***

**and are not necessarily tied to a particular  
facet of your product or service.**

# The Buyer/Seller Dance



# Roadblock Areas



Prospecting



Account  
Management

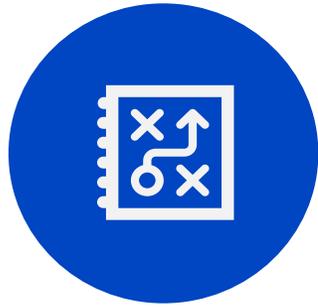


Sales Meeting



Self Concept

# Roadblock Areas



## Prospecting

1. Constructive Avoidance
2. Zero Differentiation
3. Unbalanced Approach



# Roadblock Areas



## Sales Meeting



1. Not Flexible as a Communicator
2. No Expectations
3. Not uncovering the Emotional Trigger
4. No defined Sales System

# Roadblock Areas



## Account Management

1. Communication
2. Just Checking In
3. The Big 3



# Roadblock Areas



## **Self Concept**



1. Equal Business Stature
2. Our Money Concept
3. Personal Presence
4. Self Image



# THANK YOU



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