

Program Overview

There are hundreds of potential pitfalls during the sales process, including self-limiting beliefs, the challenges presented by your prospects, the marketplace, and of course, your competition.

This introductory course is designed to give a complete overview of the Sandler Selling System concepts as they apply to packaging sales, along with actionable steps that you or your team can implement from the first day to immediately start to improve performance.

The course enables you to...

- Gain confidence by using a selling system that has specific steps, so you always know where you're going and what to do next.
- Save time by learning to qualify or disqualify an opportunity early in the process
- Maintain control over the sales process with your prospects
- Recognize problems early in the deal, before they become major roadblocks, stalls, and objections

Learning Objectives

8 Lessons in Sandler Bootcamp, covering the following topics as they apply to packaging sales:

- why we need to have a system for selling
- the psychology of the buyer and the seller
- strategies to quickly build trust with prospective clients
- using "verbal contracts" to accelerate deals and qualify harder
- uncover a prospect's compelling reasons to do business with you
- discussing the budget (money, time and resources)
- engineering a decision making process and accessing all of the decision makers
- closing the sale and setting up customer success

About The Instructors



EMILY YEPES

Emily Yepes joined Sandler Training as an instructor after being a client for over two years when she was Director of Sales for a publishing company. Thanks to the Sandler method, she led her team to 10% YOY growth selling print advertising in 2019.



JOHN ROSSO

John Rosso, along with other instructors on his team, will be teaching the course. John has 25 years of experience training sales teams at Winpak, Sonoco, and a variety of small and medium sized packaging companies. John is a former IBM sales star who opened a Sandler Training Center in 1994 and has grown it to be the #1 training center of over 250 Sandler franchises worldwide.



DR. ANDREW HURLEY

Dr. Hurley is an Associate Professor at Clemson University in the Department of Food, Nutrition, and Packaging Sciences. He leads the packaging design emphasis area, where he researches how to leverage packaging to solve even the toughest supply chain challenges.

Packaging Sales Bootcamp



Agenda

DATE (@ 1:30PM-3:00 EST)	LIVE LECTURE AND Q&A (OR WATCH ON YOUR SCHEDULE)	EBOOK (WATCH ON YOUR OWN TIME)
Week 1	Establish a Sales System; Develop the Psychology of Success for Salespeople	Packaging Basics
Week 2	Build Trust as a Peer; Learn How to Talk About Your Company	Wood and Paper Packaging Overview
Week 3	Create Verbal Contract to Move the Sale Forward	Corrugated Shipping Containers Basics
Week 4	Uncover Compelling Reasons to Buy	Glass and Metal Packaging Highlights
Week 5	Learn Techniques for Gathering Information	High-Level Overview of Plastic Packaging
Week 6	Uncover the Prospect's Decision Making Process	Printing and Decorating Basics
Week 7	Close the Sale	Transportation and Distribution Highlights
Week 8	Sharpen Your Prospecting Skills	Laws and Regulations Overview