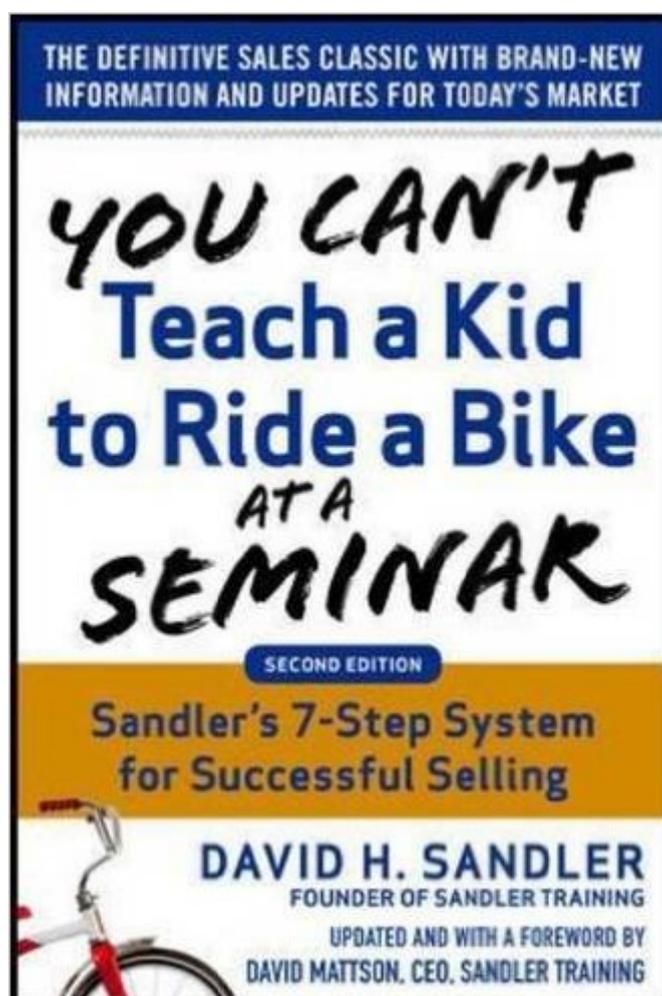


The book was found

# You Can't Teach A Kid To Ride A Bike At A Seminar, 2nd Edition: Sandler Training's 7-Step System For Successful Selling



## Synopsis

The timeless guide to sales success has been revised to help you supercharge personal and team performance in a new economy "People make buying decisions emotionally and justify them logically." That shrewd insight from the first edition of this bestselling book has become a no-brainer among sales professionals. Now, the new edition of classic work that has helped millions of sales professionals take their career to new levels offers critical new insights, information, and tools for success in today's economy. *You Can't Teach a Kid to Ride a Bike at a Seminar, Second Edition* retains David Sandler's classic, battle-tested advice on driving personal and organizational success by breaking the rules of conventional selling. And now Sandler Training's CEO, David Mattson, has revisited it to provide additional skills designed for today's highly competitive and more complex sales landscape. With this powerful guide, you'll learn how to: Take the lead in the "buyer/seller dance" Get the prospect to do most of the talking Have a process for answering questions from prospects Know when a prospect is shopping you . . . and what to do about it Move the relationship forward without becoming an unpaid consultant Master the seven steps of the "Sandler Submarine" Use LinkedIn as a prospecting and qualifying tool Establish an on-call contract, or call roadmap, before your face-to-face meeting Use online research to turn "cold calls" into warm calls Sales professionals and teams that follow these principles and others outlined in the book will transform themselves from mediocre performers into selling superstars. This new edition of *You Can't Teach a Kid to Ride a Bike at a Seminar* is a potent mixture of Sandler's timeless techniques and best practices from the most effective sales operation today.

## Book Information

Hardcover: 288 pages

Publisher: McGraw-Hill Education; 1 edition (March 23, 2015)

Language: English

ISBN-10: 0071847820

ISBN-13: 978-0071847827

Product Dimensions: 6.7 x 1 x 9.1 inches

Shipping Weight: 1.1 pounds (View shipping rates and policies)

Average Customer Review: 4.8 out of 5 stars See all reviews (32 customer reviews)

Best Sellers Rank: #47,595 in Books (See Top 100 in Books) #37 in Books > Business & Money > Management & Leadership > Training #69 in Books > Business & Money > Marketing & Sales > Customer Service #199 in Books > Business & Money > Marketing & Sales > Sales & Selling

## Customer Reviews

1. Behavior & Mindset

- Self-esteem: Role success or failure is merely a measurement of how well you are doing in your acquired roles. But in no way do roles affect your value as a human being
- The most effective sales training is reinforced over time and in person
- Use pay time (usually 9a-5p) productivity; complete administrative work during non pay time
- Always go for a yes or no; there is nothing worse than I want to think it over
- Negative reverse selling: Mr. Jones, based on what you have told me so far, my feeling is that you have absolutely no interest in what I am selling. So, before I leave, can I ask you one last question: Is it over?
- Know your competition, specifically your and their key differentiators
- Top sales performers spend 80 percent of their time servicing their clients and customers, and only 20 percent of their time prospecting
- Speak softly. Nice and easy.
- ask the prospect to share how they expect to use and get value from your product (ex: Could you tell me more specifically just how you see the fit?)
- Quite often, salespeople think they're slacking in performance because they don't set goals, or they don't work their plan, or they don't execute their techniques effectively in front of a prospect.

2. Bonding

- Prospects try to gather as much information as possible while giving little; do not allow prospects to treat you as an unpaid consultant; sell today [and gather information] and educate tomorrow
- the best way to get in front of a prospect is via an introduction from an existing customer
- Preempt expected stalls and objections
- Don't act superior. Don't use buzzwords. Don't appear to be Mr. or Ms.

[Download to continue reading...](#)

You Can't Teach a Kid to Ride a Bike at a Seminar, 2nd Edition: Sandler Training's 7-Step System for Successful Selling You Can't Teach a Kid to Ride a Bike at a Seminar : The Sandler Sales Institute's 7-Step System for Successful Selling Close the Deal: The Sandler Sales Institute's 7 Step System for Successful Selling Dog Training: A Step-by-Step Guide to Leash Training, Crate Training, Potty Training, Obedience and Behavior Training Selling on eBay: 44 Killer Profitable Items To Sell on eBay From Garage Sales, Thrift Stores, Flea Markets and More! (selling on ebay, ebay, ebay selling, ... ebay marketing, ebay selling made easy,) Teach Me Korean & More Korean: 2 Pack (Teach Me) (Teach Me... & Teach Me More... 2-Pack) (Korean Edition) Book Yourself Solid, 2nd Edition: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can Handle Even if You Hate Marketing and Selling I Can Ride a Bike (Welcome Books: Sports) eBay: Find All You Need To Sell on eBay and Build a Profitable Business From Scratch,

Step-By-Step (eBay, eBay Selling, eBay Business, Dropshipping, eBay Buying, Selling on eBay)  
What I'd Teach Your Horse: Training & Re-Training the Basics (Horse Training How-To) (Volume 8)  
When You Ride Alone You Ride with bin Laden: What the Government Should Be Telling Us to  
Help Fight the War on Terrorism Bike Mechanic: How to Be an Ace Bike Mechanic (Instant Expert)  
Mike: The Tike On the Bike: An Adventurous Story Of A Boy, His Bike and His Balance! Short Bike  
RidesÂ® Long Island (Short Bike Rides Series) eBay: The Ultimate Step-By-Step Beginners Guide  
to Sell on eBay and Build a Successful Business Empire From Scratch (eBay, eBay Selling, eBay  
Business, Dropshipping, eBay Buying, Online Business) Shut Up, Legs!: My Wild Ride on and off  
the Bike Book Yourself Solid: The Fastest, Easiest, and Most Reliable System for Getting More  
Clients Than You Can Handle Even if You Hate Marketing and Selling Book Yourself Solid  
Illustrated: The Fastest, Easiest, and Most Reliable System for Getting More Clients Than You Can  
Handle Even if You Hate Marketing and Selling The Hidden Magic of Walt Disney World Trivia: A  
Ride-by-Ride Exploration of the History, Facts, and Secrets Behind the Magic Kingdom, Epcot,  
Disney's Hollywood Studios, and Disney's Animal Kingdom Max Ride: Ultimate Flight (Maximum  
Ride (Hardcover))

[Dmca](#)