

# SANDLER<sup>SM</sup>

## SELLING SYSTEM FOR CONSTRUCTION

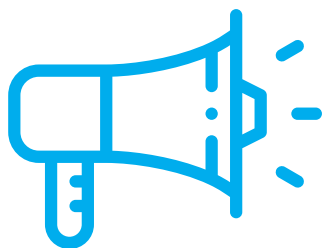
**Learn the building blocks for sales success in construction materials and develop a proven process for revenue generation in your business.**

### **The Sandler® Construction Materials Immersion Program is designed for:**

- Construction Sales Managers
- Construction Sales Leaders
- Concrete Personnel
- Cement Personnel
- Business Developers

### **Immersion Program Design & Delivery:**

- 90-minute virtual training sessions
- Eight (8) sessions, one per week
- Coming Fall 2022
- Pre and Post-Work for each session
- Self-paced learning modules on Sandler Online



**COMING  
SOON!**

## **Learn how to close better deals, faster.**

With many years of experience working with sales and sales management professionals within the industry, Sandler brings to the cement, concrete, aggregates, roofing, and waterproofing and distribution world a proven process for winning more business and winning more often.

The net result is that you will be able to develop solutions that will resonate better with your prospects and customers. The deals you close will be more strategic — positioning you for accelerated growth.

## **Maximize performance.**

In this multi-week experience, you and your team will focus on the behaviors, attitudes, and techniques that have the highest impact on performance.



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FALL 2022

## The Sandler Construction Materials Immersion Program topics include:

- Supportive Mindsets for Changing Markets
- Elevating and Differentiating Yourself
- Shortening the Sales Cycle
- Uncovering the Customer's Real Reasons to Buy
- Asking Questions Strategically and Handling Objections
- Managing Budget Discussions Successfully
- Mapping the Decision-Making Process
- Closing the Sale - Quickly and Consistently

## Contact us about next program.

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**Sandler Enterprise**

## Empower and elevate your sales.

### Program Outcomes to Expect include:

- Apply a systematic approach to every selling opportunity
- Conduct business conversations rather than product pitches
- Level the playing field with prospects and customers
- Sell on value, not on price - Win opportunities at proper margins
- Create activity-based "cookbooks" to enhance time management and planning skills
- Establish objectives, ground rules, and solid next steps for each sales meeting

## Learn more:

<https://enterprise.sandler.com/construction-program>