With all the distractions due to the current lock down, it is more crucial than ever to connect to our prospects and customers in the way they, (and all humans) make decisions. Typical salespeople sell in a manner that is not aligned with the biology of the brain. This Live Streaming program will help us understand what it takes to sell to the “Whole Brain” in an integrity based and effective way. The more we understand, the more effective we are.

The science of the brain and decision making has come a long way in the last ten years only to reveal how we might have our selling process all wrong. To change our approach does not mean changing our integrity nor being dishonest, it just means helping us differentiate our products and services without cutting price and matching what we do in a manner more in alignment with the best outcome for our prospects and customers. We will help you understand how to keep your attitude strong despite the setbacks now, or anytime.

WE WILL COVER:

- What does it take to reopen the Decision-Making area of the brain?
- Where is trust gathered or lost?
- What are we doing now that causes prospects to “Think it Over” or just shut down?
- Why do our Features and Benefits only make us more likely to become a “commodity”?
- Lastly, we will give you Sandler’s way of keeping yourself protected and safe regardless of how your sales are going during this lock down and get you more prepared to launch with a new vigor as things reopen.

Please register for Brain Based Selling on Thursday, April 30, 2020 9:00 AM - 10:00 AM EDT at:

https://attendee.gototraining.com/r/3123529322534037762

We’ll explore why most sales approaches are misaligned with the biology of the brain.

After registering you will receive a confirmation email containing information about joining the training.