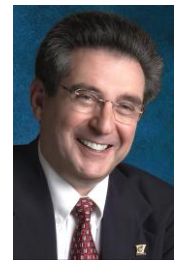


Cincinnati's  
Most  
Experienced  
Sandler  
Training  
Organization

# President's Club Schedule of Events



Michael L. Roth,  
President

## The Original Sandler Sales & Management Training in Cincinnati

The President's Club is a national membership association with local chapters of business owners and sales professionals.

- Over 30 Hours of Training Programs Each Month
- Practice and Problem-Solving Sessions
- Coaching – Mentoring
- Professional Support Group
- Special Needs-Oriented Workshops
- Networking with Top Sales Professionals
- Self-Study Material
- Online Reinforcement
- Where You Are Trained by the Most Experienced Sandler Trainer in Cincinnati

Mon.	08/23/10	7:45 AM	2.0 hrs.	PC Workshop: Complex Sales "C"
Thu.	08/26/10	8:00 AM	2.0 hrs.	Foundations: #2 The Importance of Bonding & Building Rapport
Fri.	08/27/10	8:00 AM	2.0 hrs.	PC Sales Skills: Bonding & Building Rapport with Prospect's "B"
Mon.	08/30/10	7:45 AM	2.0 hrs.	PC Workshop: Chinese Menu--Questioning
Thu.	09/02/10	8:00 AM	2.0 hrs.	Foundations: #3 Elements and Terms of an Up-Front Contracts
Fri.	09/03/10	8:00 AM	2.0 hrs.	PC Sales Skills: LIVE COLD CALLS
Mon.	09/06/10	7:45 AM	2.0 hrs.	OFFICE CLOSED: Labor Day
Thu.	09/09/10	7:45 AM	2.0 hrs.	OFFICE CLOSED: No Classes
Fri.	09/10/10	8:00 AM	2.0 hrs.	PC Sales Skills: Why Have a System? "A"
Mon.	09/13/10	7:45 AM	2.0 hrs.	PC Workshop: Free Talks
Mon.	09/13/10	2:30 PM	3.0 hrs.	(1)Sandler Mgmt Solutions
Wed.	09/15/10	8:00 AM	3.0 hrs.	<i>Executive Briefing – Are Your Sales Skating on Thin Ice?</i>
Thu.	09/16/10	8:00 AM	2.0 hrs.	Foundations: #4 Identifying Reasons for Doing Business
Fri.	09/17/10	8:00 AM	2.0 hrs.	PC Sales Skills: Why Have a System? "B"
Mon.	09/20/10	7:45 AM	2.0 hrs.	PC Workshop: Close the Sale or Close the File
Thu.	09/23/10	8:00 AM	2.0 hrs.	Foundations: #5 Questioning Strategies
Fri.	09/24/10	8:00 AM	2.0 hrs.	PC Sales Skills: Making Up-Front Contracts
Mon.	09/27/10	7:45 AM	2.0 hrs.	PC Workshop: Getting More Referrals
Thu.	09/30/10	8:00 AM	2.0 hrs.	Foundations: #6 Budget & Closing the Sale
Fri.	10/01/10	8:00 AM	2.0 hrs.	PC Sales Skills: Applying TA to the Sales Situation "A"
Mon.	10/04/10	7:45 AM	2.0 hrs.	PC Workshop: Sales Gladiators of Death
Thu.	10/07/10	8:00 AM	2.0 hrs.	Foundations: #7 Improving Your BAT-ing Average
Fri.	10/08/10	8:00 AM	2.0 hrs.	PC Sales Skills: Applying TA to the Sales Situation "B"

4357 Ferguson Drive  
Suite 190  
Cincinnati, OH 45245

513.753.9400  
FAX 513.753.6012

MikeRoth@rothconsulting.net

[www.rothconsulting.net](http://www.rothconsulting.net)

Revised  
08.19.2010

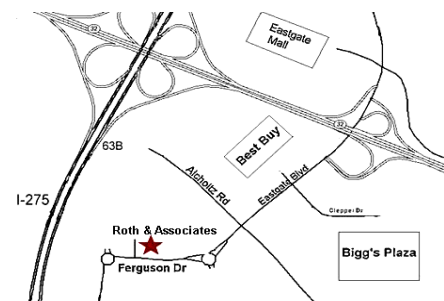
(1) Requires 4 or more reservations. (Annual fee applies.)

(2) Advanced registration required.

(3) Free to PC Members with advanced registration.

(4) Additional FEE and advanced registration required

- Class times vary with subject and number of people.
- Clients who make reservations will receive an email if any cancellation occurs.
- Some online maps inaccurately place our office in Western Hills. Please refer to the map shown.



## **NEWSLETTER UPDATES:**

Sandler Training by Roth & Associates, Inc.  
4357 Ferguson Drive, Suite 190  
Cincinnati, OH 45245  
513-753-9400  
513-753-6012 Fax  
Email: [mikeroth@rothconsulting.net](mailto:mikeroth@rothconsulting.net)

## **WHAT IS THE SANDLER SELLING SYSTEM?**

Over 45 years ago, David Sandler discovered a better and more powerful methodology of training based on psychology. He realized that his new system of selling was transferable to others when taught in a long-term, positive-reinforcement mode.

Sandler Training by Roth & Associates, Inc. is the most experienced and premier Sandler training center in the tri-state area, offering more classroom and coaching experience in sales and sales management.

## **SANDLER STORE:**

The Sandler Store is now up and running! It can be found at [www.rothconsulting.sandler.com](http://www.rothconsulting.sandler.com) in the top right hand corner or at [www.rothconsulting.net](http://www.rothconsulting.net) in the left margin under the "For Clients Only" section. Either way you take to get there, you will find an up-to-date listing of Sandler Products designed to help you succeed. Items are being constantly added, so check back often. Also, if there is something you want but do not see at the Sandler Store, let us know.

## **WEBSITE:**

Our website has undergone many changes during the past few months and we encourage you to stop by and visit. Also, in order to receive our emails, please make sure you add us to your 'safe senders' list. Also please add swiftpage.com to your safe senders list as well. In order to provide you with more detailed, useful emails and newsletters, we have gone to a more dynamic email client server and as such, some of the more zealous junk or spam filters catch them. If you feel you are NOT getting your emails, let us know. Follow us on Facebook, Twitter & LinkedIn!!

## **Cold Call Camp (9 hrs)**

- October 12, 2010 8:00 AM

This is a new and ever changing program that covers a full day. It is designed to deal with the following issues:

- ♦ How to get the prospect involved in a conversation.
- ♦ Getting past the gatekeeper.
- ♦ How to beat voice mail jail.
- ♦ How to make cold calling productive.

Each participant will be required to have a list of at least 10 prospects that they would like to cold call during the afternoon portion of this program. This program will be open to President's Club members at no additional charge. Non-President's Club members may attend for a fee of \$895. **RESERVATIONS ARE A MUST!**



Please note that there are no classes on Monday September 6<sup>th</sup> and Thursday September 9<sup>th</sup>.

## **Sandler Foundations (2 hrs)**

### **(8 Classes)**

- Thursday mornings, 8-10 PM

This program will take you through the basics of the Sandler System. This course is designed to enhance your selling skills, your ability to deliver these skills to prospects and dramatically improve, understand, and utilize the Sandler Selling System by giving you a basic knowledge of the system. Free to PC members, all others, contact Mike for details. This is a great review or starting point for ALL PC members

## **Executive Breakfast Briefing (3 hrs)**

- September 15, 2010 -- 8:00 AM
- October 20, 2010 -- 8:00 AM

This is a monthly workshop for sales managers and company owners who want their sales to grow dramatically. Bring a CEO or Company President who has 2 or more salespeople, and win a free Sandler game.

## **Sandler Management Solutions (SMS)**

### **(3 hrs)**

- September 13, 2010—2:30 PM
- October 11, 2010—2:30 PM

SMS offers comprehensive instruction and support as well as the expertise and philosophy that have made the Sandler Selling System the most powerful selling system on the market today. The program explores the critical elements for success in any management situation from recruiting and hiring the best-fit candidates to managing, supervising, coaching, training, and mentoring people to attain greater levels of success. The program emphasizes active skills training exercises and follow-up with skills application to specific work environments.

## **PAIN Clinic (2 hrs)**

- October 11, 2010—7:45 AM

Finding a prospect's pain is the critical component in closing business faster, using the Sandler Selling System. In these 12 sessions, we will look at and practice methodologies for finding pain.

## **Phone Support Group**

This is a weekly conference call moderated by one of the trainers, covering a specific section of the Sandler Tactics program. This is designed for people who cannot get to a regular President's Club meeting due to travel or their location. Contact Mike Roth for further details. *\*Limited to 20 clients.*

## **Advanced President's Club Workshop**

### **(2 hrs)**

Monday – 7:45 AM

If you are an experienced President's Club member, then I invite you to join us on Monday. Much of the material covered will be new and not repeated. If you need review sessions, however, then Fridays are your day.

## **President's Club Sales Skills (2 hrs)**

Fridays – 8:00 AM

The President's Club Kit (with over 34 classes) continues in Friday morning classes. It is NOT a self-study kit, and the program is interactive and fun. It is recommended that you listen to the appropriate CD and bring your weekly chapter.

## **SANDLER PRODUCTS:**

### **Sandler Playbook (Sales or Management)**

Take your game to the next level. If you have been on a Sandler sales call and worried about your script, the Playbook may be just right for you. Either it's improving your 30-second commercial or remembering how to deal with the four DISC communication styles, we have put it all together in one place. Investment is \$199.



### **Now #1 on Amazon & #5 on Wall Street Journal Best Sellers Lists!!!!**

Using Eric Berne's Transactional Analysis, Sandler devised a selling system and distilled forty-nine unforgettable rules that are frank, sometimes fun, and always easy to put to use. David Mattson, coauthor of Five Minutes with VITO, delivers this fresh and often funny guidebook, filled with real-world tactics for successful prospecting, qualifying, deal-making, closing, and referral generation

## **Sandler Online**

### **DEMO the New Sandler Online, free two week trial.**

This is Sandler's online learning space. It features over 100 courses for both sales and management. It supersedes both Sandler Space and the Broadcast Center. Programs include audio, videos as well as downloadable workbooks. Each user should have his/her own license, which is good for one year from date of first use. Sandler Online will include a module for each of the eight Sandler Foundations Programs. New material will be added on a regular basis. 2 Week Free Trial available, contact our office for more information.

## **Sandler Sales Accountability Tool**

This is a web-based tool created for salespeople and their managers to use to journalize their behavior and goals. It will track hot items, activities, personal and professional goals, top ten targets, and even your year-to-date scorecard using a cleaner, easier, and significantly more efficient process. It simplifies the coaching process and helps you to meet goals and perform activities. Licenses are \$395 per year. For a tutorial visit

[www.salesaccountability.com](http://www.salesaccountability.com)

Access codes are:

For Sales:	For Managers:
Username: demo_sales	demo_manager
Password: demo_sales	demo_manager