

## Sandler Essentials Outline

This outline provides a breakdown of the Essentials Certification Course over four months. To get the most out of your learning journey, make sure to complete all components within each module.

Although the Accelerators in each module are optional, they are highly recommended to enhance your training experience and accelerate your progress. Dive in and make the most of it!

### ○ **100 – The Success Triangle**

- [Watch the Welcome to Sandler Video](#)
- [Complete the Simulator](#)
- Download all the tools
  - [Workbook](#)
  - [Tool 1.1 Self Limiting Beliefs Log](#)
  - [Tool 1.2 Highly Productive Selling Activity Week](#)
  - [The Success Triangle Manager Review Tool](#)
- [Complete the Lessons Learned Survey](#)
- Optional (highly recommended) – Complete the Accelerators
  - [Common Selling Challenges Accelerator](#)
  - [Attitude Accelerator](#)
  - [Behavior and Technique Accelerator](#)

### ○ **101 – The Buyer-Seller Dynamic**

- [Complete the Simulator](#)
- Download all the tools
  - [Workbook](#)
  - [The Buyer Seller Dynamic Numbers Game Handout](#)
  - [The Buyer Seller Dynamic Manager Review Tool](#)
- [Complete the Lessons Learned Survey](#)
- Optional (highly recommended) – Complete the Accelerators
  - [Understanding the Buyer-Seller Dynamic Accelerator](#)
  - [The Sandler Philosophies Accelerator](#)

- **102 – Essential Communication Skills**
  - [Complete the Simulator](#)
  - Download all the tools
    - [Workbook](#)
    - [Tool 2.1 Relationship Builder](#)
    - [Essential Communication Skills Manager Review Tool](#)
  - [Complete the Lessons Learned Survey](#)
  - Optional (highly recommended) – Complete the Accelerators
    - [Building Authentic Relationships Accelerator](#)
    - [The Pattern Interrupt Accelerator](#)
    - [Behavioral Styles Accelerator](#)
- **103 – Initiating Buyer Focused Conversations**
  - [Complete the Simulator](#)
  - Download all the tools
    - [Workbook](#)
    - [Tool 3.1 30 Second Commercial Creator](#)
    - [Initiating Buyer Focused Conversations Manager Review Tool](#)
  - [Complete the Lessons Learned Survey](#)
  - Optional (highly recommended) – Complete the Accelerators
    - [Call Reluctance Accelerator](#)
    - [No-Pressure Conversations Accelerator](#)
    - [The 30-Second Commercial Accelerator](#)
- **104 – Creating Mutual Agreement**
  - [Complete the Simulator](#)
  - Download all the tools
    - [Workbook](#)
    - [Tool 4.1 Up Front Contract Builder](#)
    - [Creating Mutual Agreement Manager Review Tool](#)
  - [Complete the Lessons Learned Survey](#)
  - Optional (highly recommended) – Complete the Accelerators
    - [Equal Business Stature Accelerator](#)
    - [Up-Front Contracts Accelerator](#)

○ **105 – Discovering Buyers’ Motivations**

- [Complete the Simulator](#)
- Download all the tools
  - [Workbook](#)
  - [Tool 5.1 Pain Identifier](#)
  - [Discovering Buyers’ Motivations Manager Review Tool](#)
- [Complete the Lessons Learned Survey](#)
- Optional (highly recommended) – Complete the Accelerators
  - [How Emotions Affect Buyer Behavior Accelerator](#)



You should be finished through 105 by the end of December!

○ **106 – Better Understanding Through Asking Questions**

- [Complete the Simulator](#)
- Download all the tools
  - [Workbook](#)
  - [Tool 6.1 Question Strategy Creator](#)
  - [Better Understanding Through Asking Questions Manager Review Tool](#)
- [Complete the Lessons Learned Survey](#)
- Optional (highly recommended) – Complete the Accelerators
  - [Unlocking Buyer Objections Through Questioning Accelerator](#)
  - [Key Techniques to Clarify Buyers’ Questions Accelerator](#)



The beginning of phase 3, due by 1/15/25

○ **107 – Understanding Investment Parameters**

- [Complete the Simulator](#)
- Download all the tools
  - [Workbook](#)
  - [Tool 7.1 Investment Conversation Checklist](#)
  - [Understanding Investment Parameters Manager Review Tool](#)
- [Complete the Lessons Learned Survey](#)
- Optional (highly recommended) – Complete the Accelerators
  - [Investment Tolerance Accelerator](#)
  - [Investment Parameters Accelerator](#)
  - [Investment Conversations Formula Accelerator](#)

○ **108 – Identifying the Decision-Making process**

- [Complete the Simulator](#)
- Download all the tools
  - [Workbook](#)
  - [Tool 8.1 Decision Making Process Identifier](#)
  - [Identifying the Decision Making Process Manager Review Tool](#)
- [Complete the Lessons Learned Survey](#)
- Optional (highly recommended) – Complete the Accelerators
  - [Uncovering the Decision-Making Process Accelerator](#)
  - [Investigative Reporter Approach Accelerator](#)

○ **109 – Communicating the Solution and Closing the Sale**

- [Complete the Simulator](#)
- Download all the tools
  - [Workbook](#)
  - [Tool 9.1 Presentation Planner](#)
  - [Tool 9.2 Post Sale Navigator](#)
  - [Tool 9.3 Objection Handling Tool](#)
  - [Communicating the Solution and Closing the Sale Manager Review Tool](#)
- [Complete the Lessons Learned Survey](#)
- Optional (highly recommended) – Complete the Accelerators
  - [Building Closing Momentum Accelerator](#)
  - [Presenting, Closing, and the Post-Sale Step Accelerator](#)
  - [Clearing Hurdles Prior to the Close Accelerator](#)

○ **Complete the Final Exam**

- [Essentials Certification Exam](#)



Everything complete and due by  
March 15, 2025!