

THE SANDLER® RULES

Forty-Nine Timeless Selling Principles ...
And How to Apply Them

The most successful sales techniques ever revealed
based on the rules developed by David H. Sandler,
creator of the Sandler Selling System.

Adapted by
DAVID MATTSON



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USE THE FIRST SIX RULES TO TRANSFORM
YOUR SELLING PROCESS.

RULE		
1	YOU HAVE TO LEARN TO FAIL, TO WIN.	13
2	DON'T SPILL YOUR CANDY IN THE LOBBY.	17
3	NO MUTUAL MYSTIFICATION.	21
4	A DECISION NOT TO MAKE A DECISION IS A DECISION.	25
5	NEVER ANSWER AN UNASKED QUESTION.	29
6	DON'T BUY BACK TOMORROW THE PRODUCT OR SERVICE YOU SOLD TODAY.	34

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DO WHAT WORKS.

7	YOU NEVER HAVE TO LIKE PROSPECTING, YOU JUST HAVE TO DO IT.	39
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11	MONEY DOES GROW ON TREES.	55
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14	A PROSPECT WHO IS LISTENING IS NO PROSPECT AT ALL.	66

RULE

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| 15 | THE BEST SALES PRESENTATION YOU'LL EVER GIVE,
THE PROSPECT WILL NEVER SEE. | 70 |
| 16 | NEVER ASK FOR THE ORDER - MAKE THE PROSPECT
GIVE UP. | 74 |
| 17 | THE PROFESSIONAL DOES WHAT HE DID AS A DUMMY
- ON PURPOSE. | 78 |
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| 19 | NEVER HELP THE PROSPECT END THE INTERVIEW. | 86 |
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GOING TO THE BANK. | 89 |
| 21 | SELL TODAY, EDUCATE TOMORROW. | 94 |
| 22 | ONLY GIVE A PRESENTATION FOR THE "KILL." | 97 |
| 23 | THE WAY TO GET RID OF A BOMB IS TO DEFUSE IT
BEFORE IT BLOWS UP. | 100 |
| 24 | PRODUCT KNOWLEDGE USED AT THE WRONG TIME
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| 25 | WHEN YOU WANT TO KNOW THE FUTURE, BRING IT
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| 26 | PEOPLE BUY IN SPIE OF THE HARD SELL,
NOT BECAUSE OF IT. | 110 |
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| 30 | YOU CAN'T LOSE ANYTHING YOU DON'T HAVE. | 125 |
| 31 | CLOSE THE SALE OR CLOSE THE FILE. | 129 |
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| 33 | ON YOUR WAY TO THE BANK, KEEP ONE EYE OVER
YOUR SHOULDER. | 136 |

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REMINDE YOURSELF OF WHAT'S EASY TO FORGET.

RULE

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| 35 | IF YOUR COMPETITION DOES IT, STOP DOING IT RIGHT AWAY. | 144 |
| 36 | ONLY DECISION MAKERS CAN GET OTHERS TO MAKE DECISIONS. | 147 |
| 37 | ALL PROSPECTS LIE, ALL THE TIME. | 151 |
| 38 | THE PROBLEM THE PROSPECT BRINGS YOU IS NEVER THE REAL PROBLEM. | 154 |
| 39 | WHEN ALL ELSE FAILS, BECOME A CONSULTANT. | 158 |
| 40 | FAKE IT 'TIL YOU MAKE IT. | 162 |
| 41 | THERE ARE NO BAD PROSPECTS - ONLY BAD SALESPEOPLE. | 165 |
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