

Building a Step-By-Step System To Win More State Contracts

T.I.P.S. Webinar Series

Think about....Write down

- What are the characteristics of small companies that have successfully navigated in this “New Economy?”
- What information & resources can CEOs use to win more in 2025-2026?
- Find 3 Ideas



Building a Step-By-Step System To Win More State Contracts



15X Suspects

CEO Coaching: www.marylandsbdc.org/accelerator

Find **YOUR** SBDC: www.marylandsbdc.org/locations

Building a Step-By-Step System To Win More State Contracts



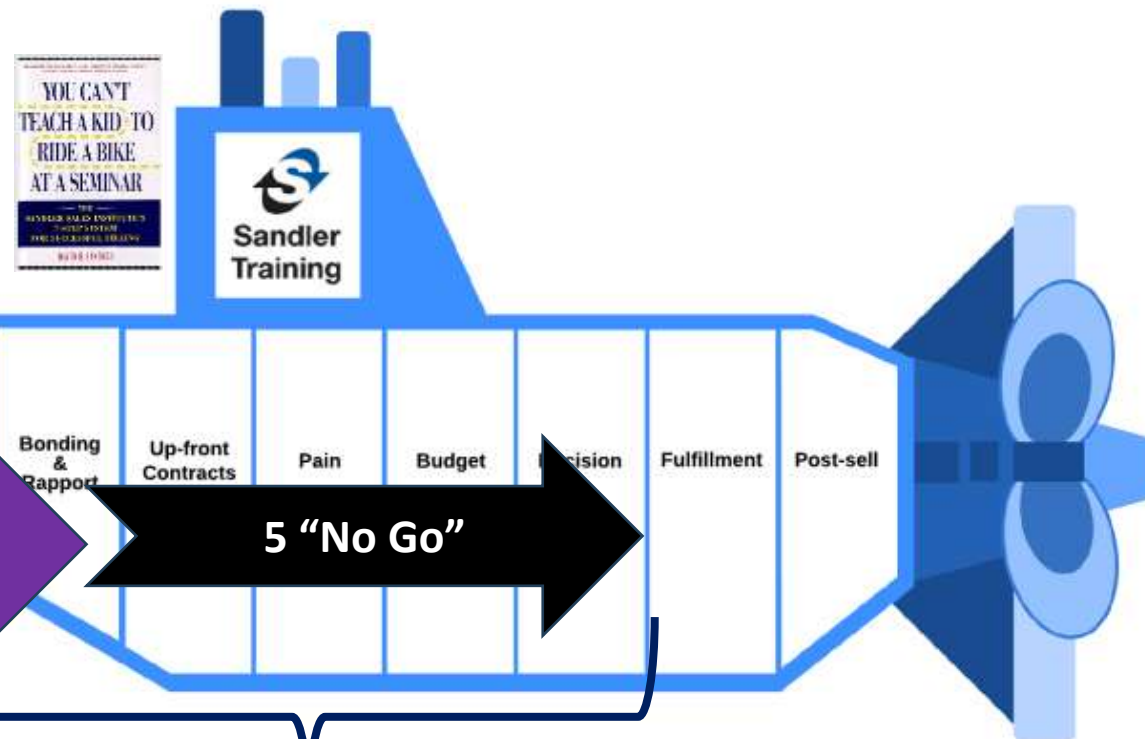
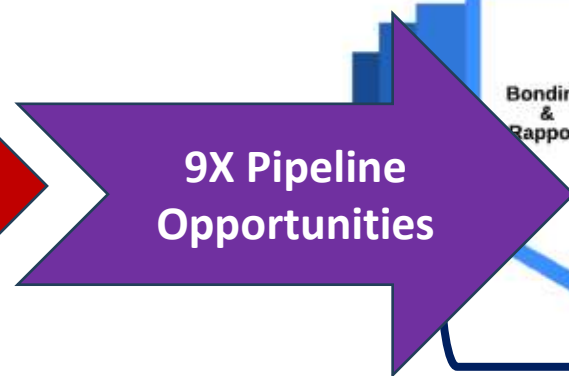
15X Suspects

9X Pipeline Opportunities

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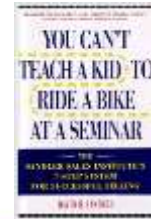
Sandler Sales Submarine



L.I.S.T.E.N

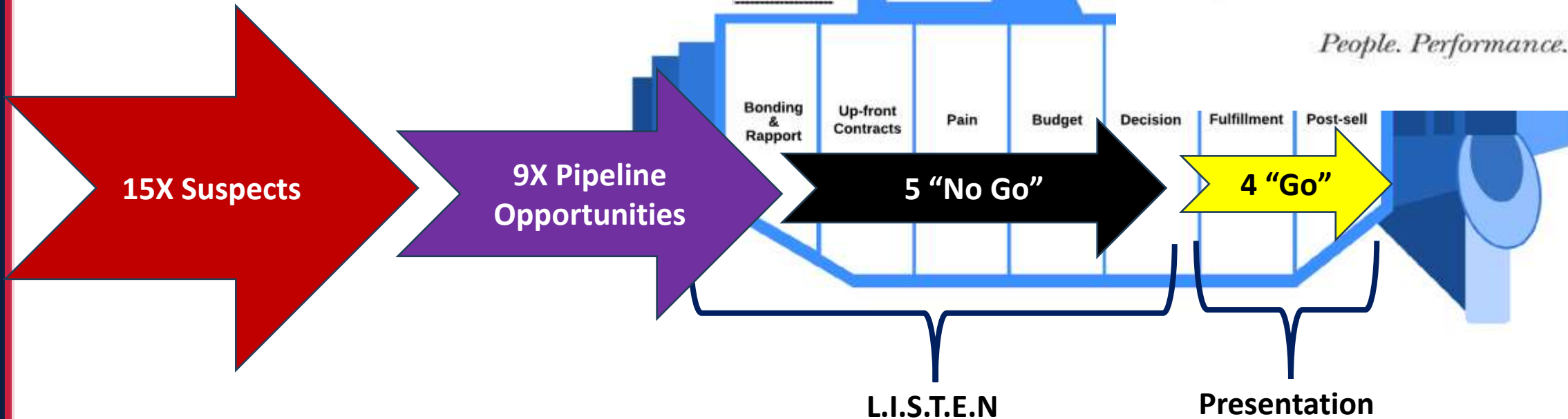


Sandler Sales Submarine



**DALE CARNEGIE®
TRAINING**

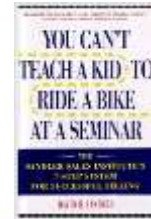
People. Performance. Profits.



Building a Step-By-Step System To Win More State Contracts

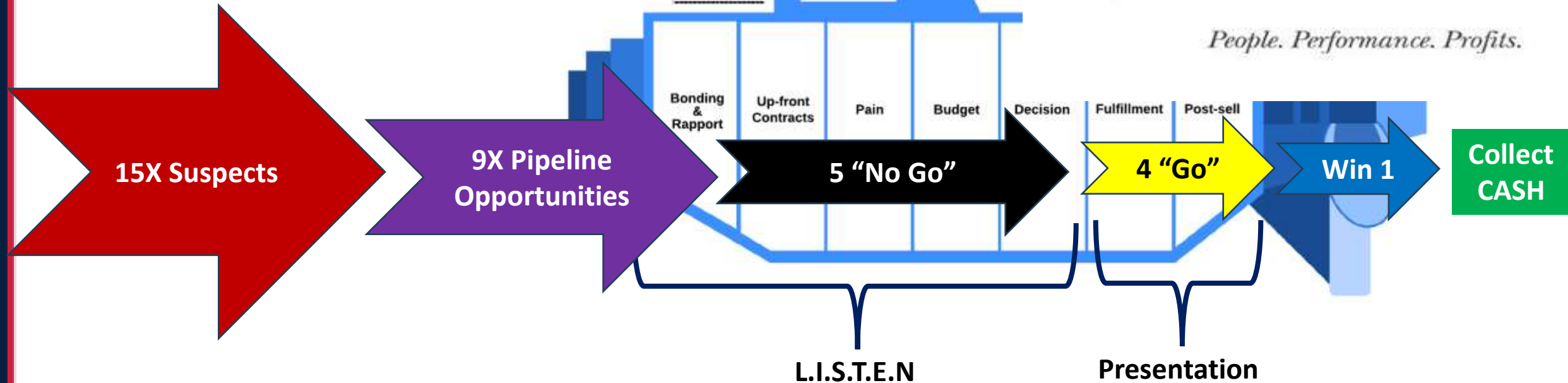


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15X Suspects

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VISION

See clearly
beyond
circumstances

OPENING YOUR



D.O.O.R.S. TO SUCCESS

Dreams are reached by building on
Opportunities addressing
Obstacles utilizing
Resources to take courageous
Steps

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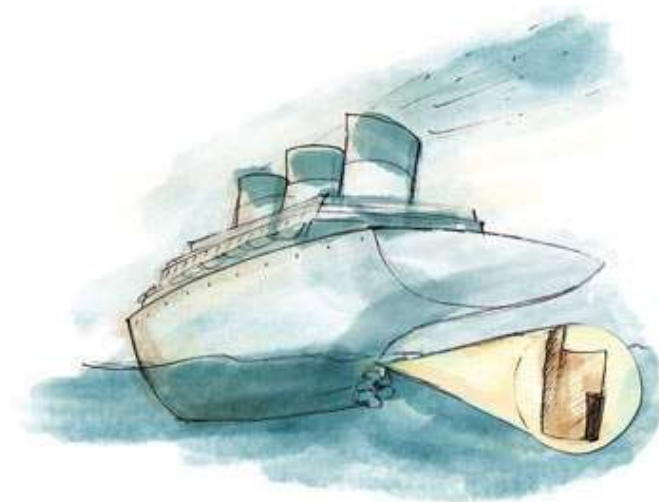
Building a Step-By-Step System To Win More State Contracts



Building a Step-By-Step System To Win More State Contracts



**Your
Decisions**



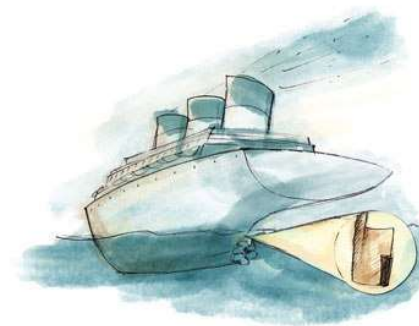
Macro Economics

Understanding of Economy,
Industry, Competitors, Etc.

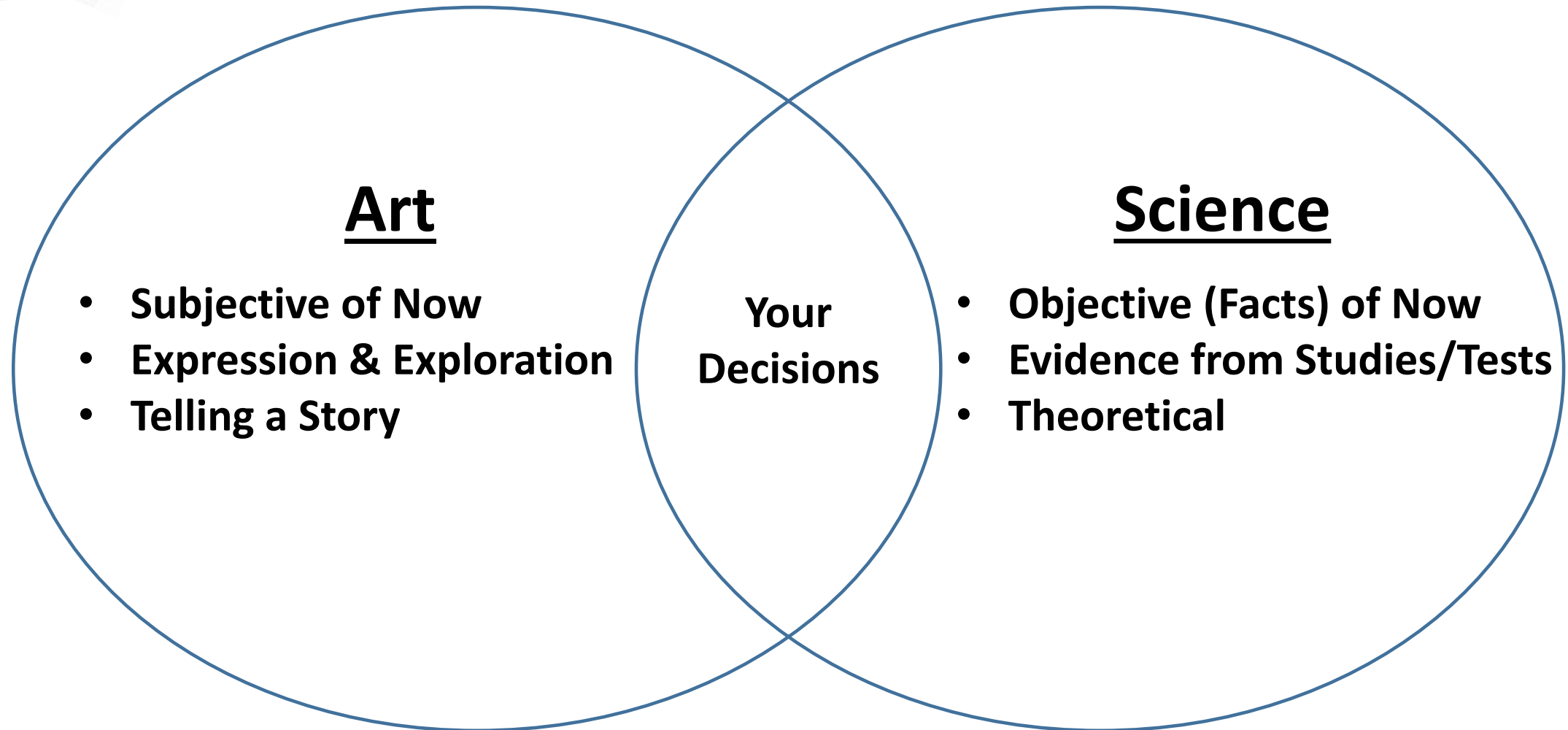


Micro Economics

Allocation of Specific
Resources



Your
Decisions



In-House

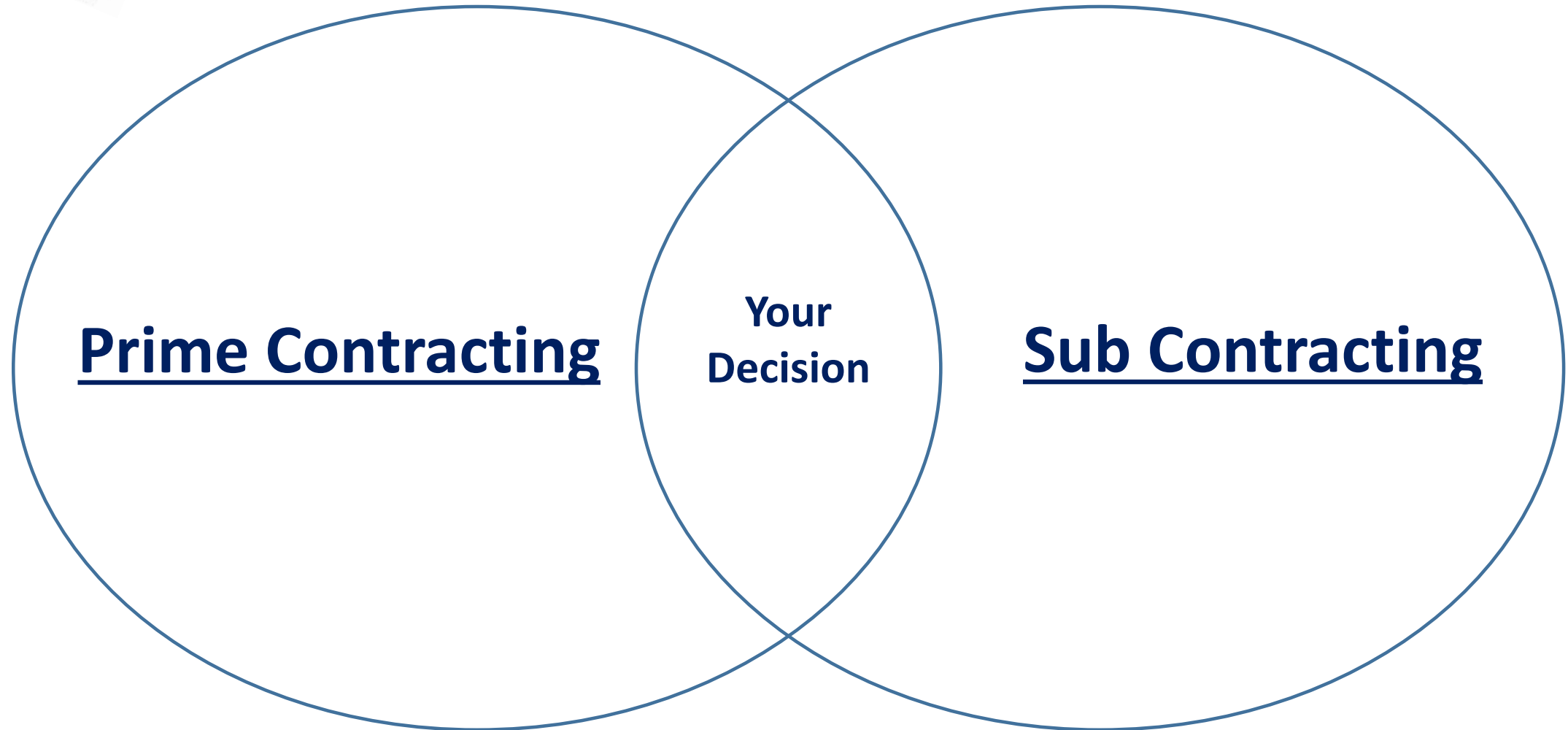
- Complete Control
- Long-Term Support
- Handling Sensitive Information

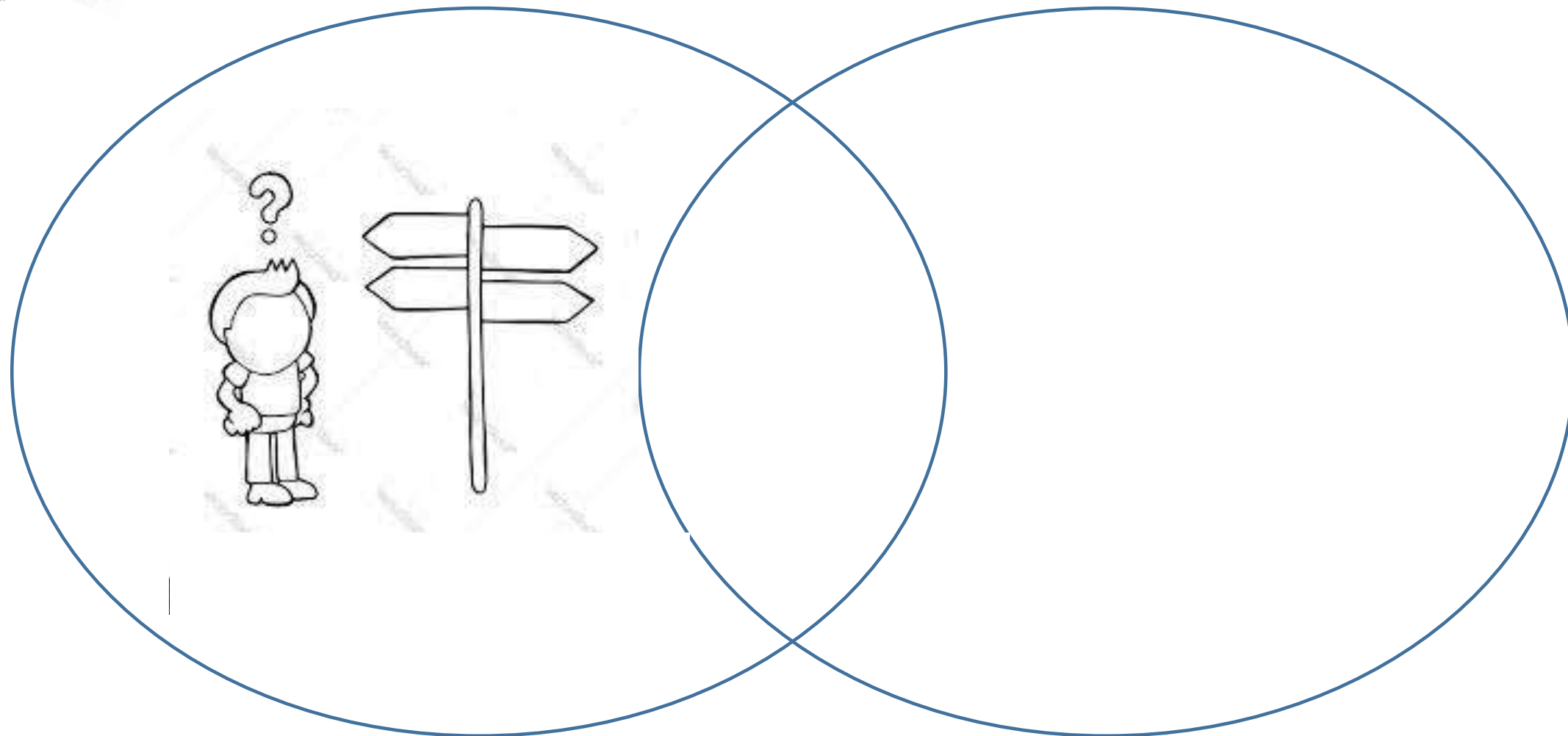
**Your
Decision**

Out-Source

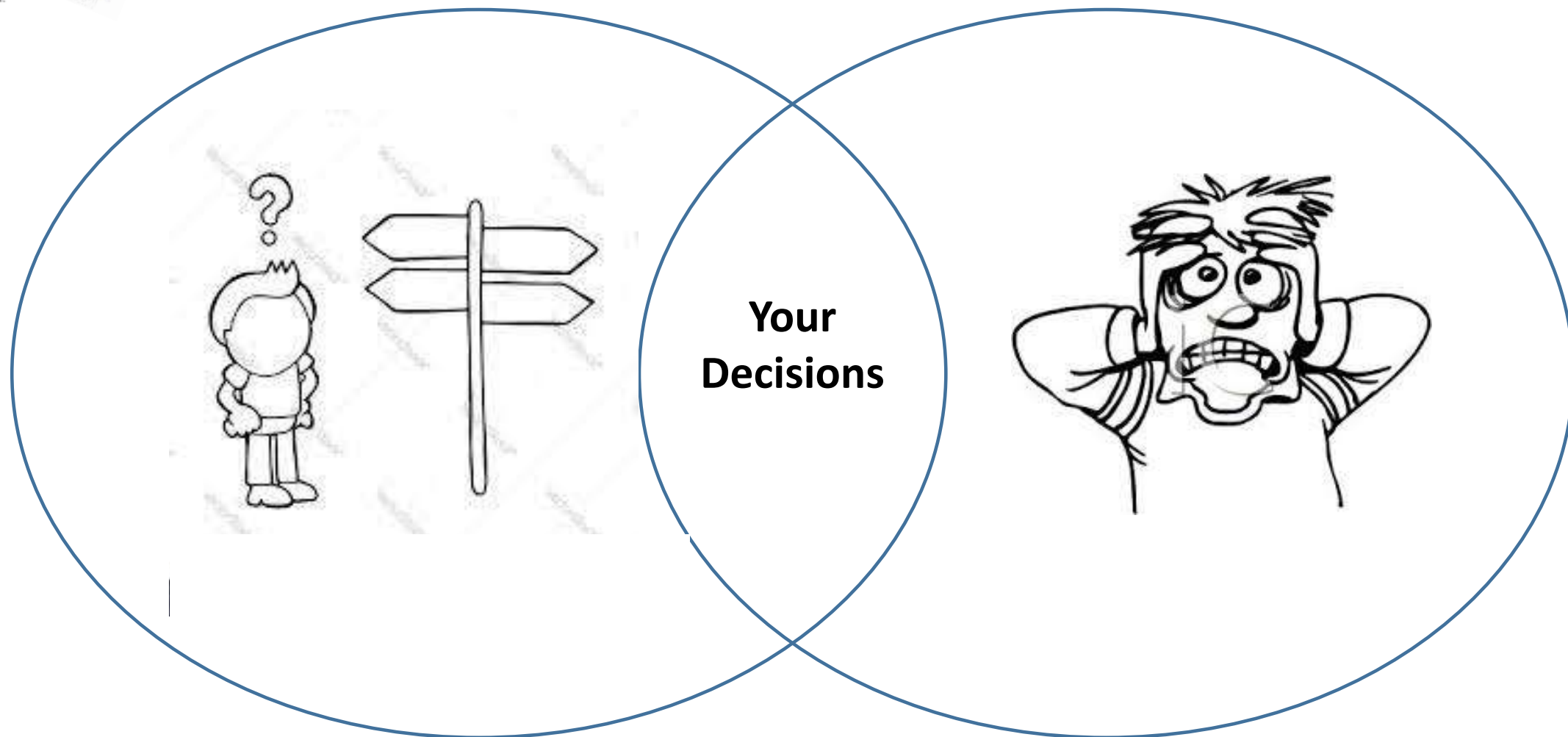
- Short-Term Needs
- Focus on **OTHER** Activities
- Need Experts

Building a Step-By-Step System To Win More State Contracts





Building a Step-By-Step System To Win More State Contracts

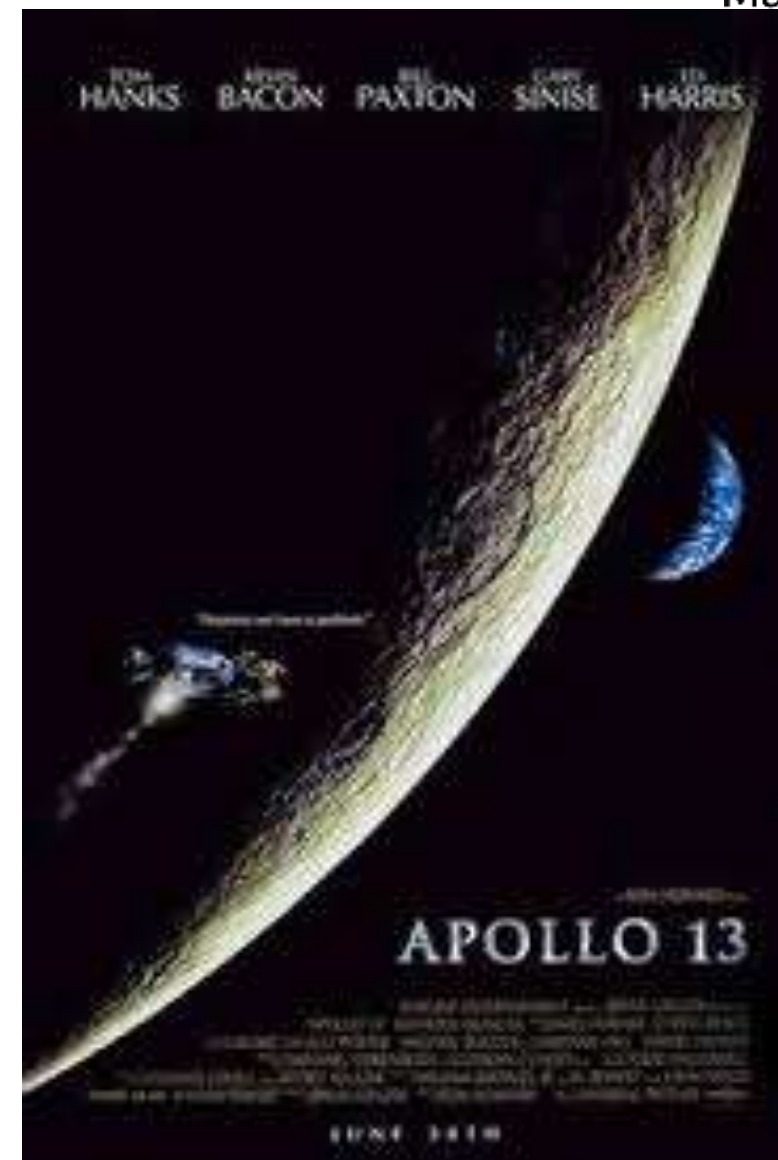


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D.O.O.R.S. TO SUCCESS

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15X Suspects

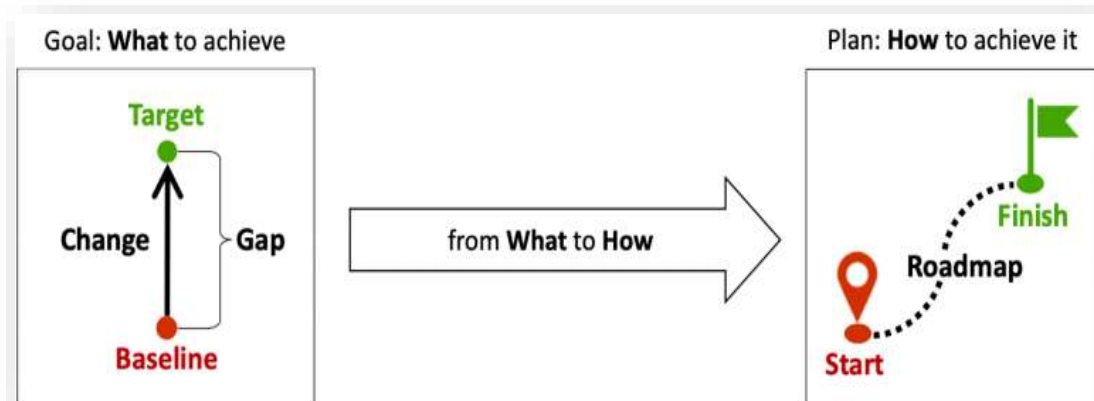
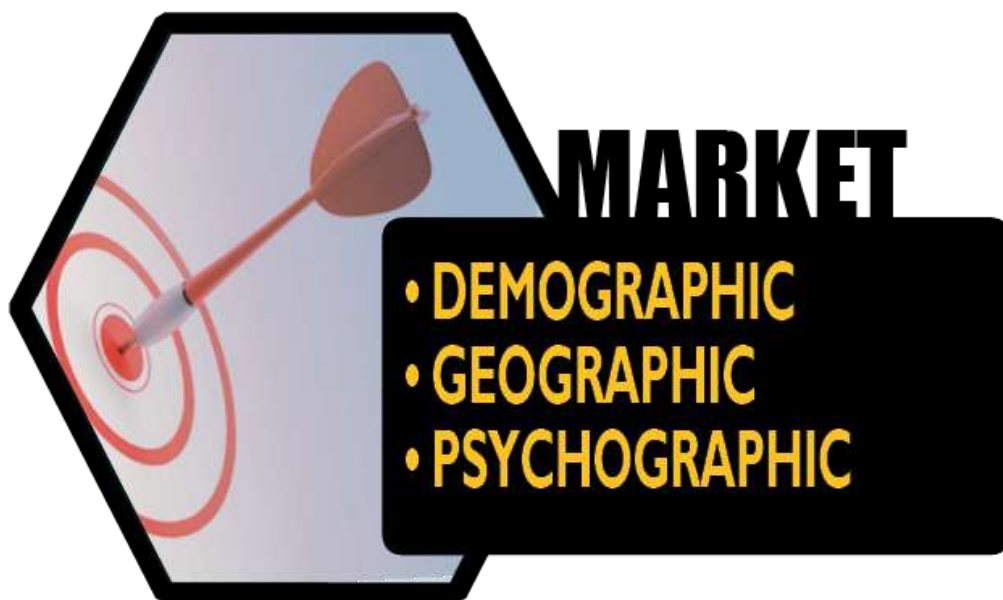
9X Pipeline Opportunities

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Ask 3 Key Questions to Build Pipeline

1. What do you buy?
2. What don't you buy?
3. How do you buy?





SOCIAL CAPITAL FOR Entrepreneur Success



**Abridged Version by
University of Maryland SBDC's CEO Accelerator
Presented by Russell C. Teter III, Certified Trainer**



It's not just what you know,
it's also who you know...
(and sometimes where you go!)





What is the difference between making contacts and having contracts?





What is the difference between making
contacts and having contracts?

R = Relationships



Activity

Networking

The process of making connections with individuals, organizations, and institutions within a network.



vs.

"The opportunity cost of networking is lost social capital."

-Edward DeJesus

Social Capital Building

The consistent act of building, measuring and maintaining valuable relationships with a select group of network members with the goal of mutual economic and social wellbeing.

Outcome





Social Capital

Social = Building Relationships

Capital = Money

*Social Capital is Building
Relationships for Money*

Social Capital Refers To Building Relationships That Can Lead To Financial Benefits”



What You
Know

WIN MORE!

Who You
Know



WIN MORE!



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WIN MORE!





“Planned, Managed Growth”

Diverse, Centered Relationships





***“Only Can Improve What is Measured...and Can
Only Measure a Number”***

***Measuring Who People Know
Not Only What They Know***





“In-Bound (Active)

They are

- In the market and actively seeking
- Researching, investigating, and buying

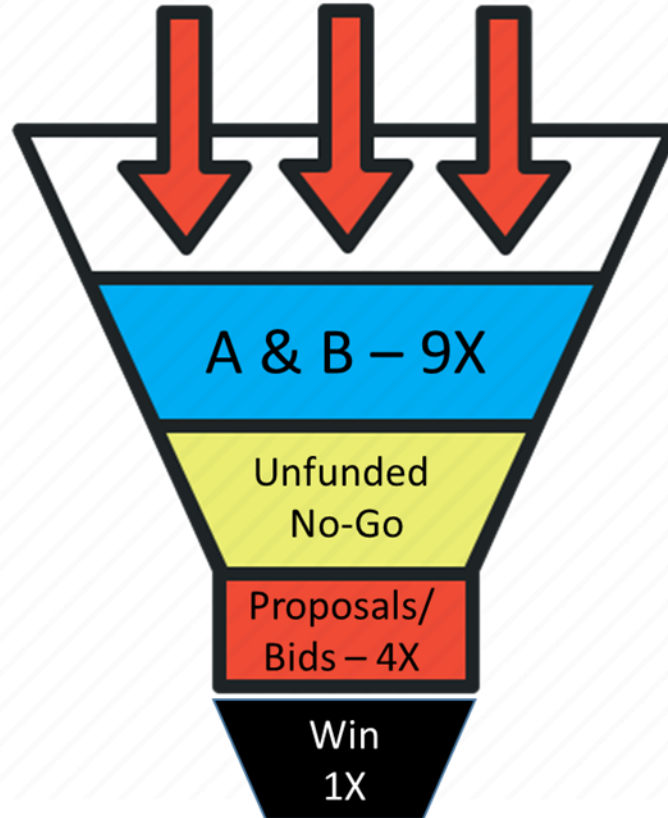
Out-Bound (Passive)

They are

- Your target audience
- Able to buy your products or services, if their window of opportunity is open”



Suspects 15X



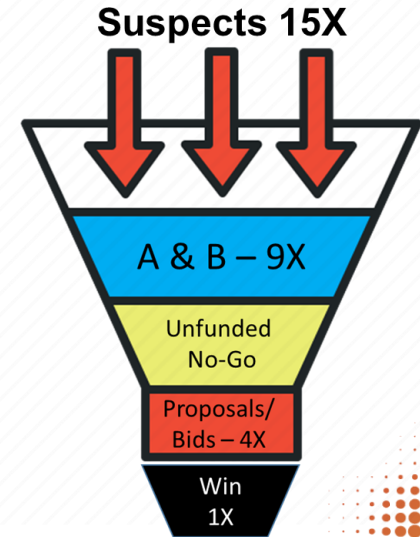
Goal: 10 Contracts for \$200K Revenue

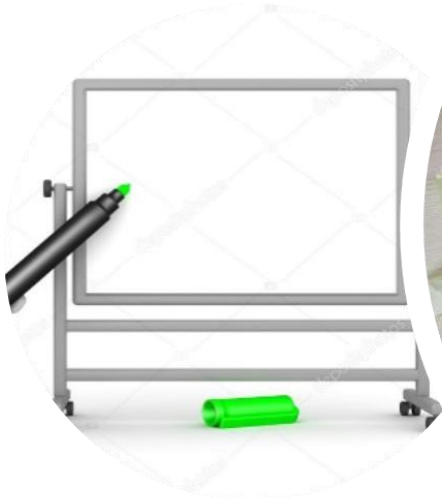
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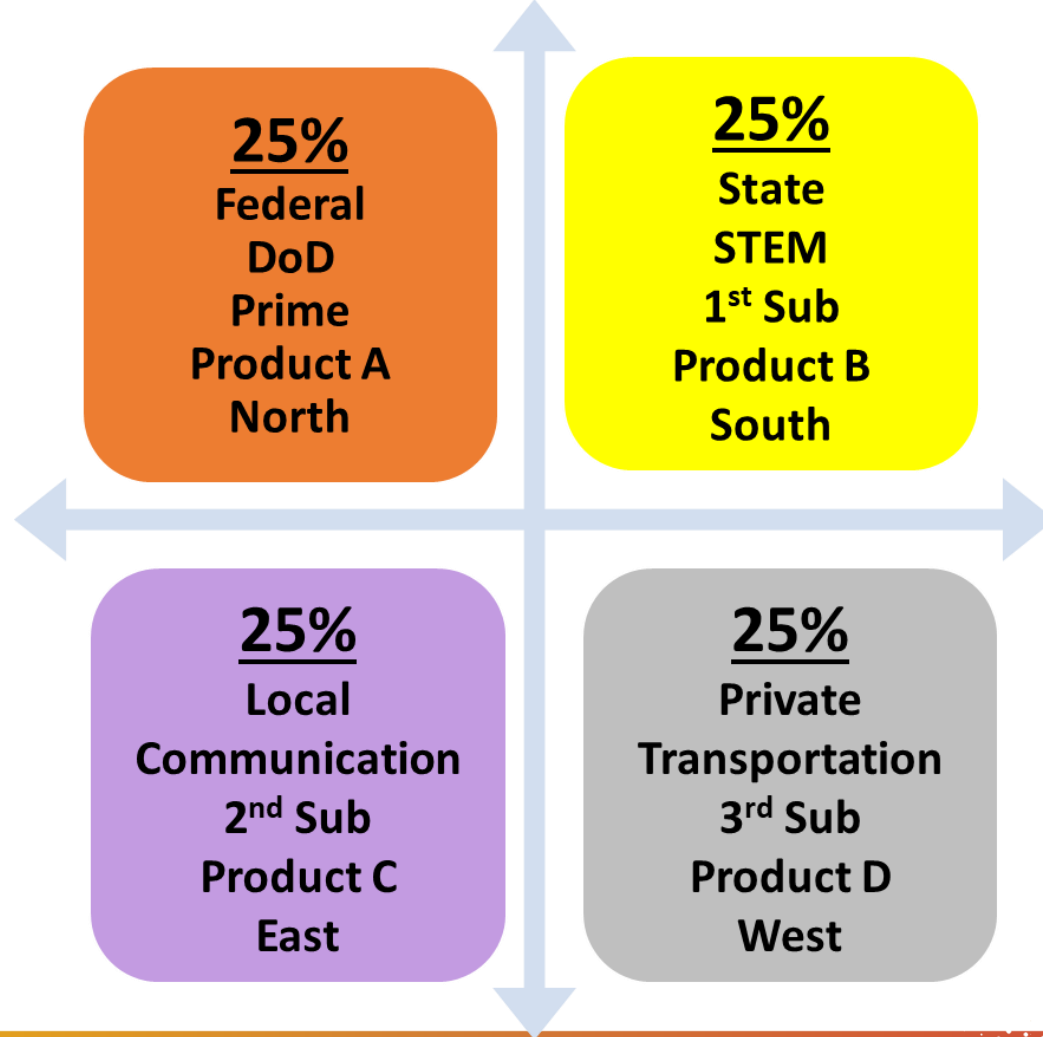
Pipeline (9x) of Prospects (A&B): 90 \$1.8M

Proposals/Bids Submitted: 40 for \$800K

PWIN: 25%







CAPITAL

Contracting Opportunities Organization - Agency Level



- Current Active Buying
SCORE: 1-6
- Immediate Past Active Buying
SCORE 1-6
- Immediate Future Passive Buying
SCORE 1-6

Capital SCORE 3-18



SOCIAL

Relationship with
3 Roles - Individual(s)

- User: Program / Project Officer
SCORE: 1-6
- Buyer: Contracting Officer / Legal
SCORE: 1-6
- Influencer: Supplier Diversity / PR
SCORE: 1-6

Social SCORE 3-18

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SCORE: 1-6

Social SCORE 3-18

Social + Capital = Total Score for Pipeline (6-36)

A = Top 15% B = Middle 45% C= Bottom 40%

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- Immediate Past Active Buying
SCORE 1-6
- Immediate Future Passive Buying
SCORE 1-6

Capital SCORE 3-18





Entity Name: Notes on P

XYZ Inc.
EFG Inc.
HU Inc.
KLM Inc.
NOInc.
FHI Inc.
NFG Inc.
567 Agency
89 Agency
456 Agency
570 Agency
571 Agency
572 Agency
521 Agency
574 Agency
879 Organization
880 Organization
881 Organization
882 Organization
883
884 XYZ Inc.
885 EFG Inc.
886 HU Inc.
890 KLM Inc.
900 NOInc.
910 FHI Inc.
920 NFG Inc.
930 567 Agency
940 89 Agency
950
96 Community Group
97 Community Group
98 Community Group

Current Active Buying 1-6	Immediate Past Active Buying 1-6	Immediate Future Passive Buying 1-6	User: Program/Project Officer 1-6	Buyer: Contracting / Legal 1-6	Influencer: Supplier Diversity/PR 1-6	Social + Capital = Total Score (6-36)
ip	Current Active Buying 1-6	Immediate Past Active Buying 1-6	Immediate Future Passive Buying 1-6	User: Program/Project Officer 1-6	Buyer: Contracting / Legal 1-6	Influencer: Supplier Diversity/PR 1-6
	6	6	6	6	6	36
	3	2	5	2	4	2
	2	2	2	2	2	12
	1	1	1	1	1	6
	4	4	4	4	4	24
	3	3	3	3	3	18
	4	4	4	4	4	24
	6	6	6	6	6	36
	3	2	5	2	4	2
	2	2	2	2	2	12
	1	1	1	1	1	6
	4	4	4	4	4	24
	3	3	3	3	3	18
	4	4	4	4	4	24
	3	3	3	3	3	18
	6	6	6	6	6	36
	3	2	5	2	4	2
	2	2	2	2	2	12
	1	1	1	1	1	6
	6	6	6	6	6	36
	3	2	5	2	4	2
	2	2	2	2	2	12
	1	1	1	1	1	6
	6	6	6	6	6	36
	3	2	5	2	4	2
	2	2	2	2	2	12
	1	1	1	1	1	6
	3	3	3	3	3	18
	3	3	2	8	3	2
	5	5	5	5	4	1

6	6	6	6	6	6	36
3	2	5	2	4	2	18
2	2	2	2	2	2	12
1	1	1	1	1	1	6
4	4	4	4	4	4	24
3	3	3	3	3	3	18
4	4	4	4	4	4	24
6	6	6	6	6	6	36
3	2	5	2	4	2	18
2	2	2	2	2	2	12
1	1	1	1	1	1	6
4	4	4	4	4	4	24
3	3	3	3	3	3	18
4	4	4	4	4	4	24
6	6	6	6	6	6	36
3	2	5	2	4	2	18
2	2	2	2	2	2	12
1	1	1	1	1	1	6
3	3	3	3	3	3	18
3	3	2	8	3	2	21
5	5	5	5	4	1	25





ing 1-6
buying 1-6
er 1-6
-6
y/PR 1-6
e (6-36)
C=Bottom

6	6	6	6	6	6	36	A
6	6	6	6	6	6	36	A
6	6	6	6	6	6	36	A
6	6	6	6	6	6	36	A
5	5	5	5	4	1	25	A
4	4	4	4	4	4	24	B
4	4	4	4	4	4	24	B
4	4	4	4	4	4	24	B
4	4	4	4	4	4	24	B
4	4	4	4	4	4	24	B

4	4	4	4	4	4	24
4	4	4	4	4	4	24
4	4	4	4	4	4	24
3	3	2	5	2	2	21
3	3	2	5	2	2	18
3	3	3	3	3	3	18
3	3	2	5	2	2	18
3	3	3	3	3	3	18
3	3	2	5	2	2	18
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2	2	2	2	2	2	12
1	1	1	1	1	1	6
1	1	1	1	1	1	6
1	1	1	1	1	1	6
1	1	1	1	1	1	6



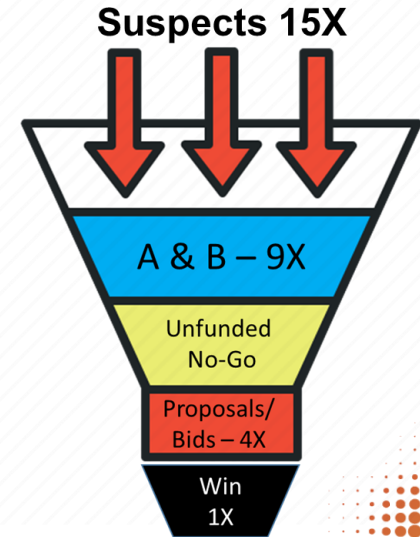
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Pipeline (9x) of Prospects (A&B): 90 \$1.8M

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PWIN: 25%





"We have two ears
and one mouth
so that we can
listen twice as much
as we speak."

Epictetus
Greek philosopher
c. AD 55-135





RELATIONSHIP

ACCEPT NEED

BELIEVE IN SOLUTION

CALL TO ACTION



4 Vehicles
3 Months
9 Exposures





4 Vehicles 3 Months 9 Exposures

Baby Boomers

3 Vehicles
3 Months
7 Exposures

Generation Xs

4 Vehicles
3 Months
9 Exposures

Millennials

4 Vehicles
3 Months
13 Exposures

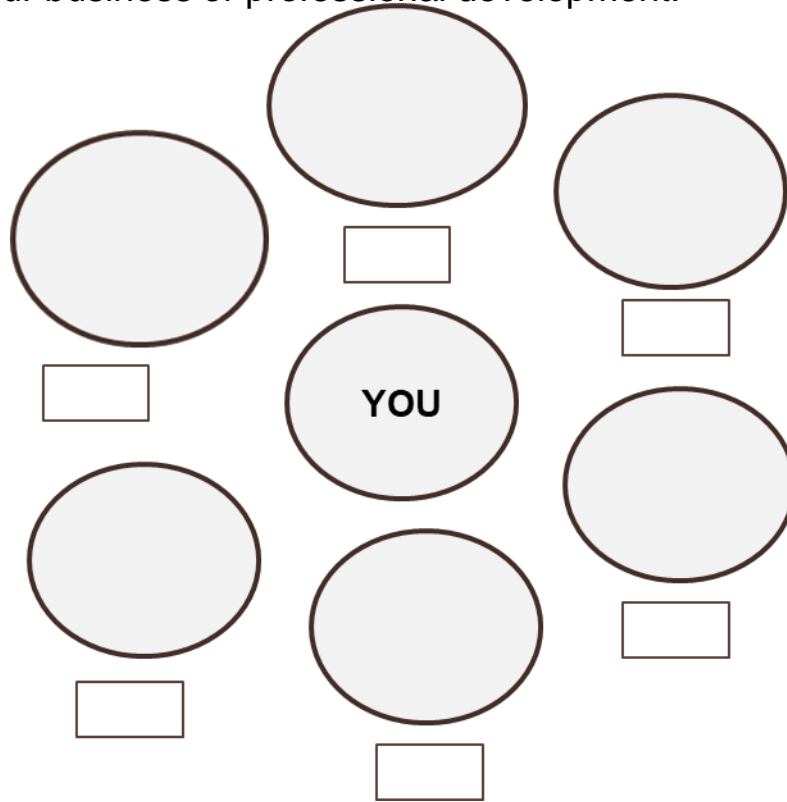
Generation Z

4 Vehicles
3 Months
19 Exposures





ANCHORING: the process of getting an industry stakeholder invested in your business or professional development.



- A. Anchor Intro
- B. Signaling
- B. Amplifying
- B. Updating
- B. Enhancing



The form is titled "STRONG TIE SOCIAL CAPITAL BUSINESS BUILDER". It includes sections for:

- 1. WHAT ARE YOUR CURRENT BUSINESS GOALS? (with fields for Financial, Non-Financial, and Other)
- 2. WHICH STRONG TIE CONNECTION WOULD BE ABLE TO DIRECTLY ASSIST YOU OR CONNECT YOU TO THE RESOURCES NEEDED TO ACHIEVE THESE GOALS? (with fields for Name, Company, Phone, Email)
- 3. PREPARE AN INTRODUCTION THAT YOUR STRONG TIE CONNECTION CAN ASSESS AND UTILIZE BEFORE INITIATING THE REFERRAL PROCESS ON YOUR BEHALF.
- 4. REQUEST THAT YOUR STRONG TIE CONNECTION INTRODUCE YOU TO THE INDIVIDUALS OR FIRMS WITHWHOM YOU BELIEVE CAN ASSIST YOU IN REACHING YOUR GOALS, AND ASK FOR YOUR NAME AND INTRODUCTION LETTER WITH THEM TO BE OBTAINED.
- 5. COMPLETE THE FOLLOW-UP REPORT BY DOCUMENTING THE REFERRAL'S NAME, THE REFERRAL'S NAME, THE CURRENT OUTCOME EXPECTED WITH THE FIRST REFERRAL, AND OTHER OR ACTION ITEMS, AND THE CLOSING WITH REFERRAL, AND THE PROVIDED OUTCOME CODES AND AS ALL ARE TO DOCUMENT THE REFERRAL'S STATUS OF EACH REFERRAL.



SOME WILL, SOME
WON'T. SO
WHAT?



SOMEONE'S
WAITING!

Cold Outreach

Chances of getting a response
from an Industry stakeholder



0-20%

Cold Outreach

Typical Range: 0% to 20%

30%

Advice Seeking

Increases Rate by 50%

40-60%

Shared Connection

Increases Rate by 2 to 3

Enhance response rates by asking for advice and utilizing shared connections!

SUCCESS
FORMULA
30- 50 Industry
Professionals

RESPONSE
IMPROVEMENT
RATE

Toward
Increased
Centrality



CEXH

ANCHORING ASSESSMENT

SCESPrenneur:

Execution Period:



Anchoring: The process of getting an industry stakeholder committed to your professional development of entrepreneurial success.

Signaling: The steps you are actively taking to build your career or business venture.

	SIGNAL	TARGET	1	2	3
1					
2					
3					

Amplify: Highlight a stakeholder's service, activity, or event.

	AMPLIFICATION	TARGET	1	2	3
1					
2					
3					





CEXH

ANCHORING ASSESSMENT

SCESPreneur:

Execution Period:



Updates: Communication to the stakeholder regarding actions taken on the information or support provided.

	UPDATES	TARGET	1	2	3
1					
2					
3					

Enhancement: Sharing valuable information, advice, examples and instruction that can benefit industry stakeholder.

	ENHANCEMENT	TARGET	1	2	3
1					
2					
3					

SCB Coach: -----

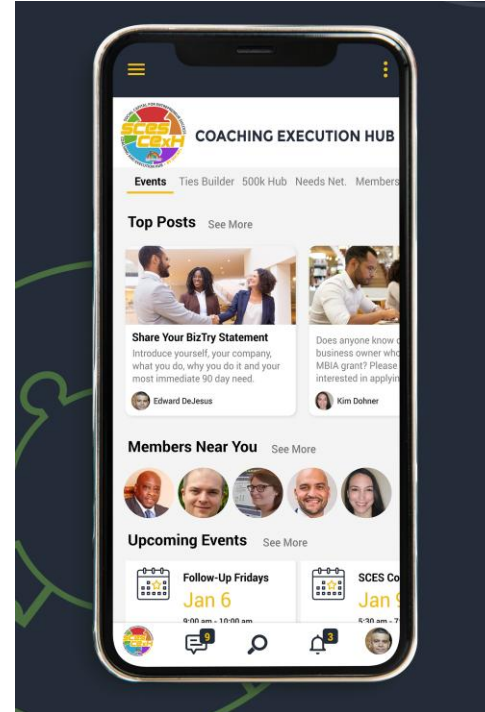
Period Rating: 1 2 3 4 5 6

Review Date: -----



Are You Ready?

Sign up at
<https://www.mdinnovationcenter.com/>



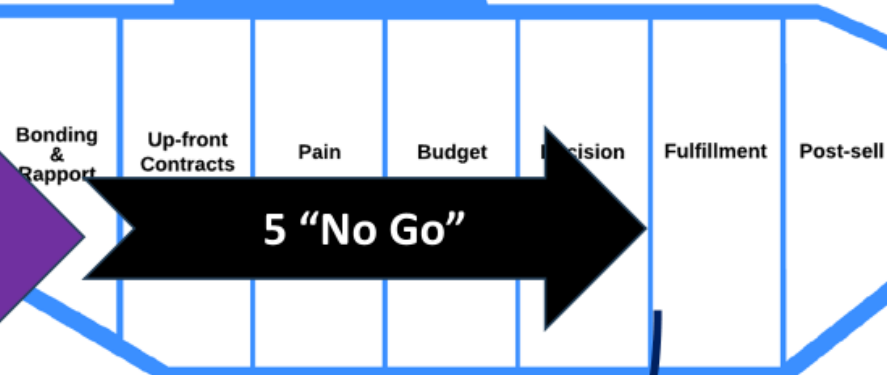
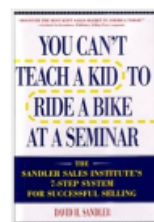
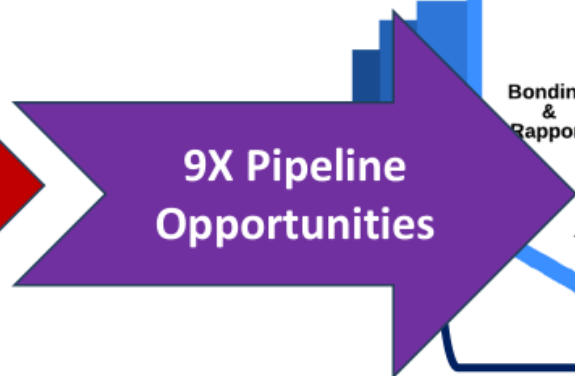


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**Abridged Version by
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Sandler Sales Submarine



L.I.S.T.E.N

Sandler Sales Academy

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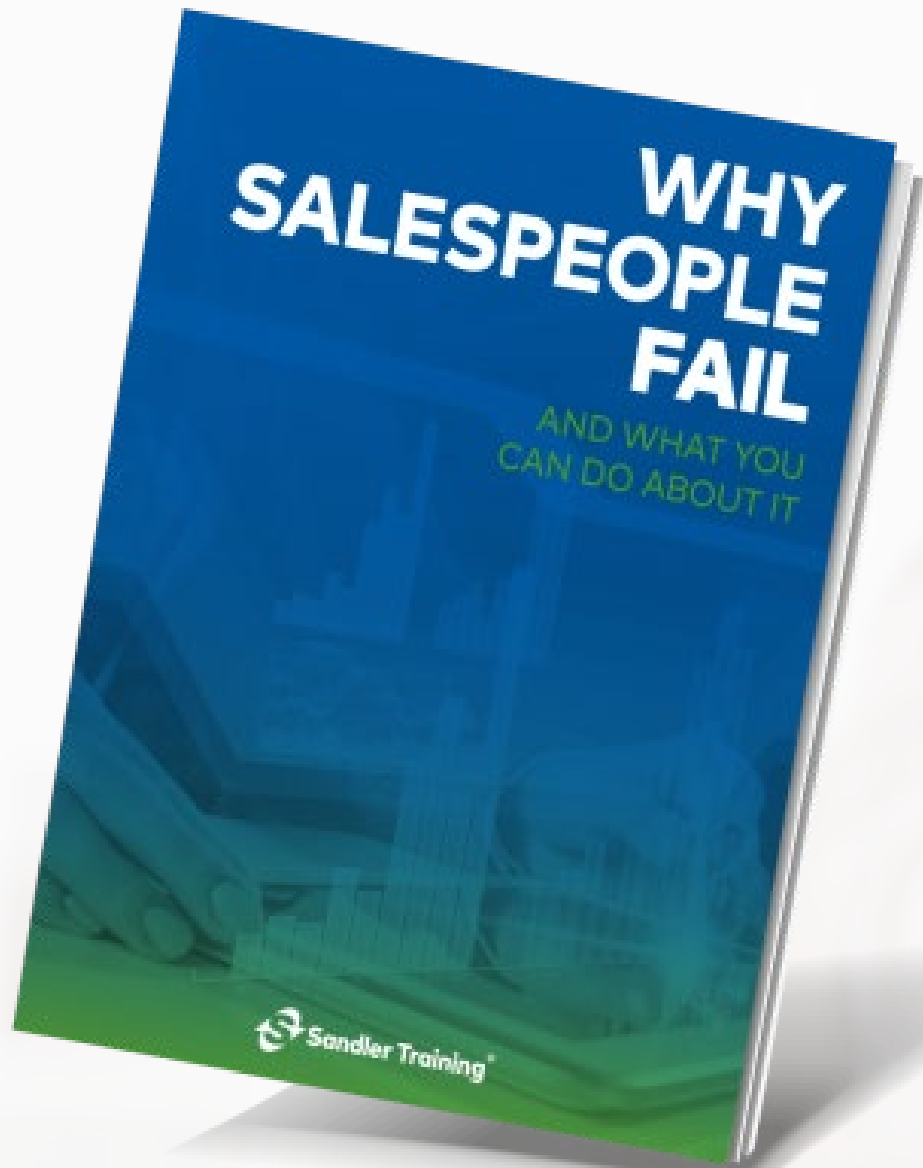


[Sandler Sales Academy - 8 Sessions -Virtual Training – NEXT SESSION](#)

A background image of two women in a professional setting, smiling and looking at each other. The image is dimmed with a blue overlay.

Finish this sentence

***“I could sell a lot more, if only
I could...”***



[Sandler Download - Book: "Why Salespeople Fail... And What You Can Do About It!"](#)



Numbers Game

97	21	37	9	61	14	74	26	6	94
89	49	1	53	81	34	82	46	66	18
13	57	25	17	65	90	22	70	30	58
77	33	73	45	93	38	78	2	42	86
41	69	85	29	5	98	50	62	54	10
63	7	79	39	15	76	48	12	16	96
75	47	27	59	31	¹⁰⁰	24	36	56	68
3	43	23	19	71	4	52	40	32	60
83	11	91	35	87	72	28	80	8	84
55	95	51	99	67	20	88	44	92	64



Numbers Game

97	21	37	9	61	14	74	26	6	94
89	49	1	53	81	34	82	46	66	18
13	57	25	17	65	90	22	70	30	58
77	33	73	45	93	38	78	2	42	86
41	69	85	29	5	98	50	62	54	10
63	7	79	39	15	76	48	12	16	96
75	47	27	59	31	¹⁰⁰ 24	36	56	68	
3	43	23	19	71	4	52	40	32	60
83	11	91	35	87	72	28	80	8	84
55	95	51	99	67	20	88	44	92	64

Why Have a System



A Sales Process

- Is a **systematic** series of actions that is directed at **achieving an end**.
- *Defines* a course of **actions**.
- It is a **course of action** that leads to a **decision** about a sale.
- Provides **the order** of specific **actions**.

Benefits of an Effective, Efficient Selling System

- **Maintain Control**
- **Save Time**
- **Stay on Track**
- **Duplicate Positive Results**
- **Debrief Calls**
- **Recognize Problems**
- **Better Communication**





Buyer – Seller Dance

Buyer System

1. Withhold Info / Mislead
2. Gather Information
3. Enthused, but No Commitment
4. Hide or Disappear

Seller System

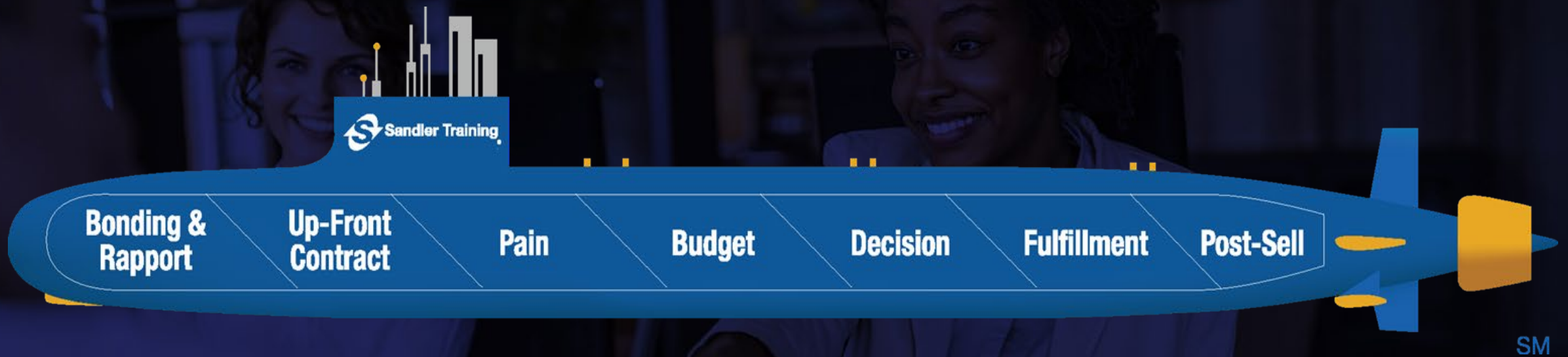
1. Qualify for Interest
2. Present
3. Close (Stalls & Objections)
4. Chase (Desperation)

What happens when the *Prospect* is in *Control*?

- There is **NO** understanding of needs
- Solutions are presented to **UNDEFINED** problems
- Closing efforts not helpful & wrong time - quicksand
- Chasing wastes **time & energy**



The Sandler Selling System



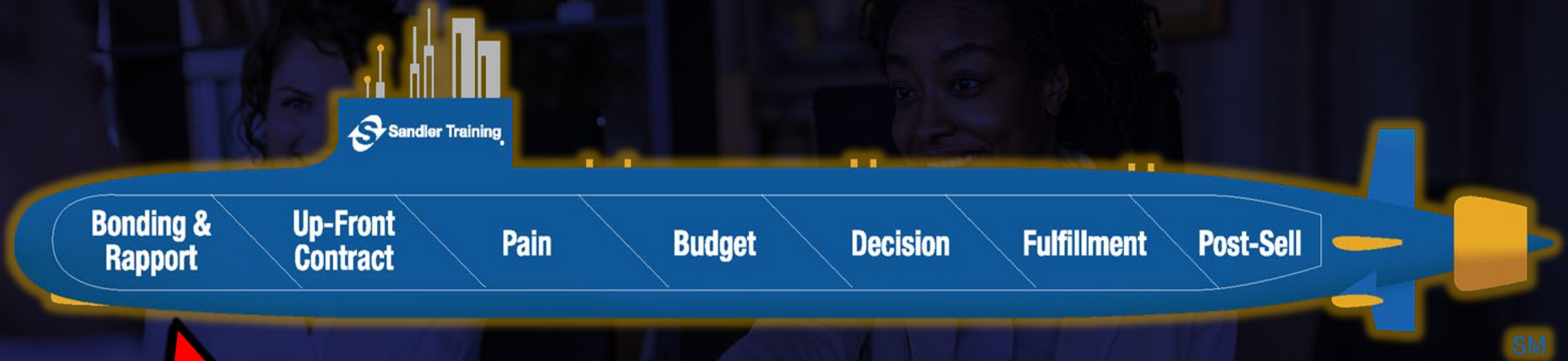
Prospecting Cookbook

You can't build a prospecting plan without first determining what you want to accomplish.

Your Cookbook for Success

My Monthly Financial Goal	<input type="text"/>	[A]
My Average Monthly <u>Salary</u>	<input type="text"/>	[B]
Amount of <u>Commission</u> Needed each Month	<input type="text" value="[A - B]"/>	[C]
Commission Earned on an Average Sale	<input type="text"/>	[D]
Number of Sales I Need Each Month	<input type="text" value="[C/D]"/>	[E]
How many presentations does it take to close one sale?	<input type="text"/>	[F]
How many initial meetings does it take to get one presentation opportunity?	<input type="text"/>	[G]
How many prospecting contacts does it take to schedule one initial meeting?	<input type="text"/>	[H]
How many prospecting contacts must you make each month?	<input type="text" value="[E x F x G x H]"/>	[I]
Daily Prospecting Contacts Needed <small>[Divide the final number (I) by the number of work days per month.]</small>	<input type="text"/>	
Is the number realistic?	YES <input type="checkbox"/>	NO <input type="checkbox"/>

Sandler Process – *Bonding & Rapport*



**Learning Flexibility in
Communication**

The Pattern Interrupt

Purpose



A ***Pattern interrupt*** is a technique to change a particular thought, behavior or situation. Behavioral psychology and neuro linguistic programming use this technique to ***interrupt*** and change thought patterns and behaviors.

The Pattern Interrupt – *Disarmingly Honest*

Purpose in Sales

INTERRUPT
THE PATTERN

The ultimate goal of a *pattern interrupt* is to get the person you are speaking with thinking about something other than you being a salesperson. The technique is to do or say something *unexpected* which disrupts their normal pattern.



The Pattern Interrupt

Being Disarmingly Honest

- **Separate yourself from competition**

- **Disarm the Seller**

- **Avoid HAYT Crimes**

“how are you today?”

- **WIMP Junction**

- “You weren’t expecting my call...”
- “This is a Sales Call; I understand if you need to hang up...”
- “I’m not sure if it makes sense for us to talk...”
- “Perhaps we’re not a fit...”

The Importance of *Bonding & Rapport*

Why communication is important:

- People who are *like* one another, tend to *like* one another.
- People who *like* one another, tend to *trust* one another.
- People tend to *do business* with people they *trust*.



People Buy
From People
They Trust

The Role of *Active Participation*

Strategies Include:

- Elements of Communication
- Active Listening
- Primary Sensory Dominance
- Transactional Analysis
- Behavioral Styles - DISC



The Importance of *Bonding & Rapport*

All things being equal:

- People *buy* from people they *like*.
- People *like* people who are *like themselves*.
- Therefore, people *buy from people who are like themselves*.



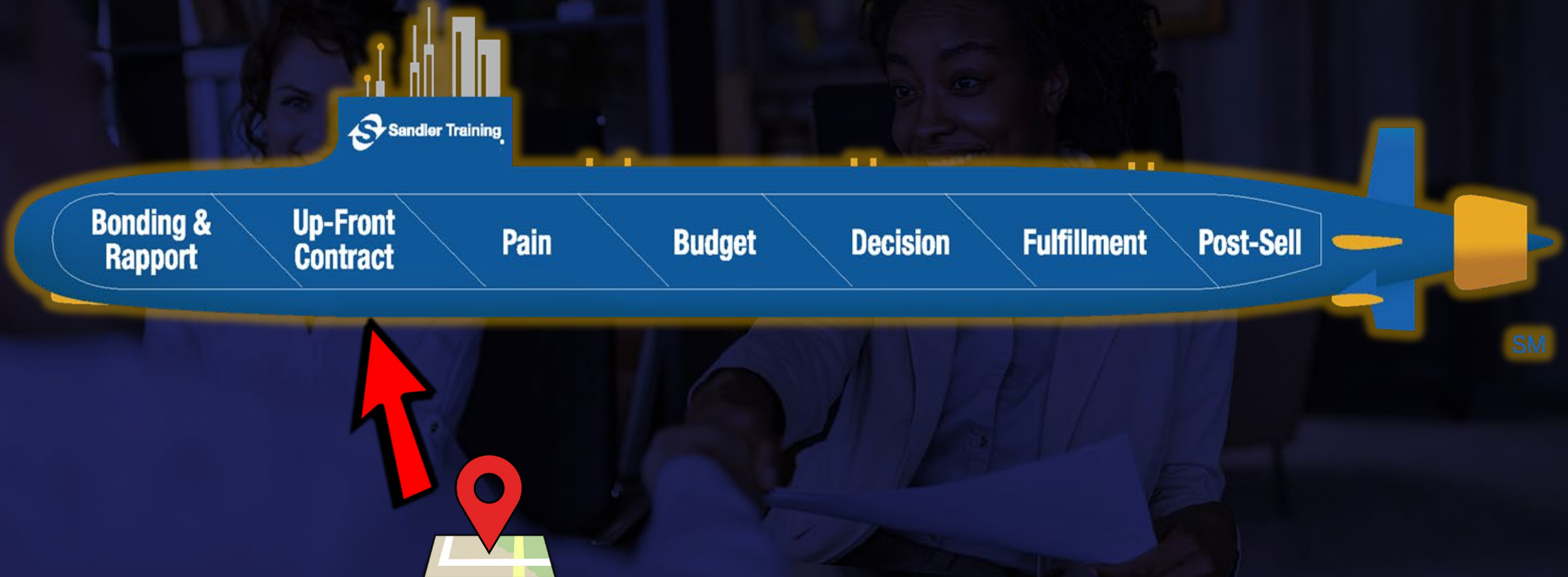
Primary Sensory Dominance: *PSD*

Each of us has a *preferred* sense:

- Visual
- Auditory
- Kinesthetic



Sandler Process



Up-Front Contract: *Definition*

The Up-Front Contract – the mutual agreement by which the salesperson and the prospect agree about the goal(s) of the meeting , before the meeting.

Components of an *Up-Front Contract*

P A A T O

- Purpose of the Meeting
- Prospective Client's Agenda & Expectations
- Your Agenda & Expectations
- *Time, Date, & Location
- Outcome



UFC using *ANOT*

P — Appreciate
A — Naturally
A — Obviously
T — Typically
O —

- A
- I appreciate your invitation to meet about your annual needs.
- N
- Naturally, you will have some questions for me.
- O
- Obviously, I will need to ask you some questions, as well.
- T
- Typically, the way this will go is...

PAIN

The Up-Front Contract Builder

Tool 3.2

Customer Name: _____

Appointment Date: _____

Start Time: _____

- You're financially independent and you don't need the money.
- You can't lose what you don't have.

Contact #1 Name/Title:

Contact #2 Name/Title:

Contact #3 Name/Title:

Buyer Type:

Buyer Type:

Buyer Type:

DISC:

DISC:

DISC:

Purpose of the meeting — Objective from your perspective:

Does your prospect have the same objective?

Time:

Prospect's Expectations

- a)
- b)
- c)

End Result — next steps:

Biggest Fears:

My expectations:

a)

Pains:

Pains:

b)

Budget / Money:

c)

Decision Process:

Download a new blank copy of this tool at learn.sandler.com

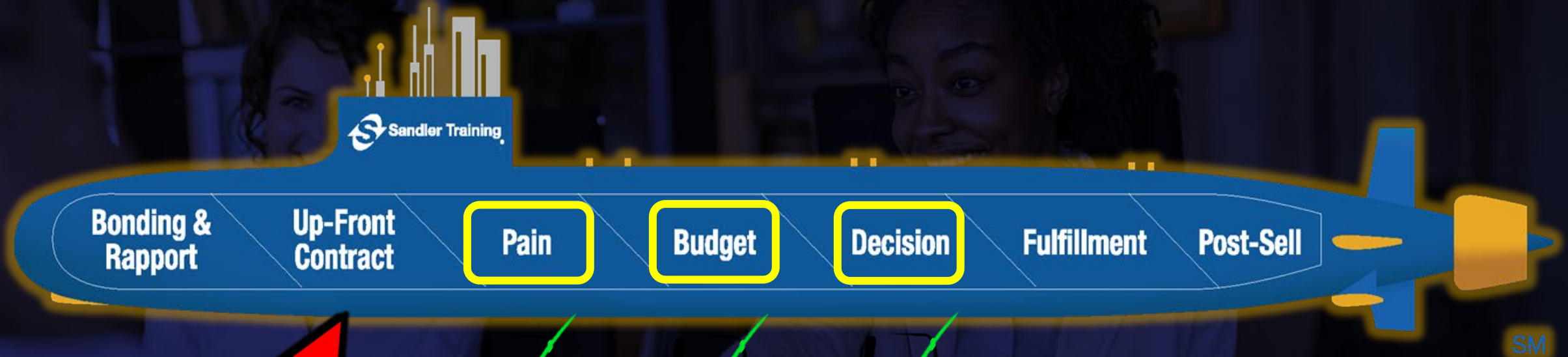
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[Sandler – "Up-Front Contract Builder:"](#)



Why we get permission... OUR Agenda



To ask the difficult questions when qualifying!

Positive Results – Sandler Selling Process

Clear Purpose & Direction:

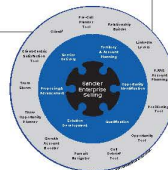
- Get a **YES**
- Get a **NO**
 - Get a **Referral**
 - Learn a Lesson
 - Save Time
- Get a **Clear**, Well-understood Future



Pre-Call Planner Tool

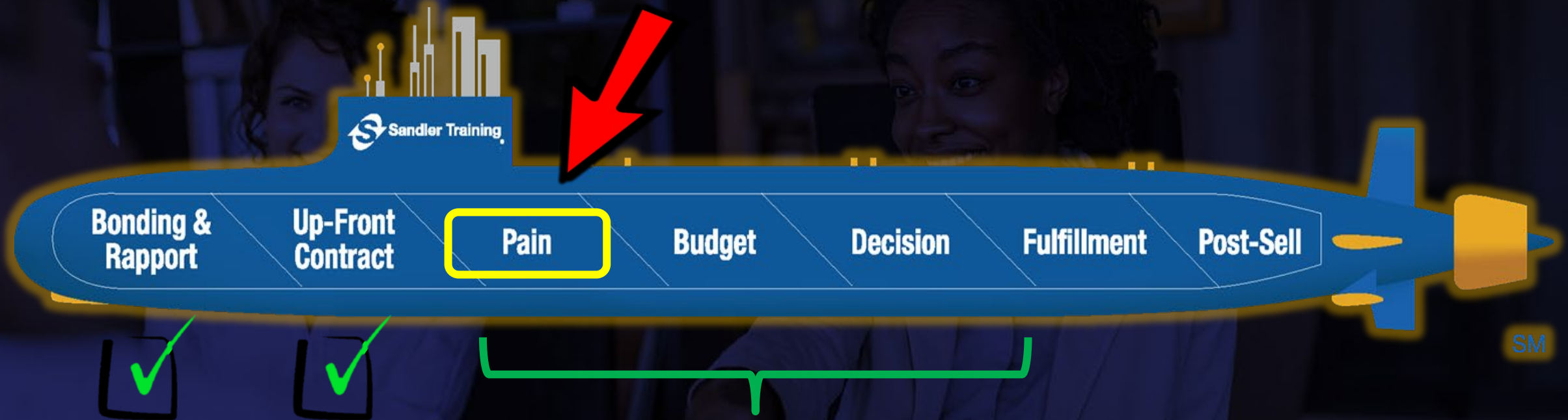
Selling Team Attendees:						
Account:		Date of call:		KARE Designation:		
Cast of Characters						
Client Contact	Role	Impact on This Deal (High, Medium, Low)	Met Before? (Y/N)	LinkedIn Connected? (Y/N)	DISC Style D, I, S or C	Existing Relationship (Friend, Neutral, Enemy) F, N or E
Selling Side: Have you pre-briefed? Relationship issues: Business issues: Roles/responsibilities: What should you bring? <ul style="list-style-type: none"> Support materials Technical support Demo capability e-files Delivery/service examples Reference materials Other Goals for call: <ul style="list-style-type: none"> Key questions to ask: <ul style="list-style-type: none"> Questions the buyer may ask you: <ul style="list-style-type: none"> Your responses to these questions: <ul style="list-style-type: none"> Planned Up-Front Contract:						

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 Neuberger & Co, Inc.



[Sandler – "Pre-Call Planner:"](#)

Sandler Process – *Pain*



Qualifying Steps



Buying Motivations

- *Bridging the Gap*

Two Rules:

- Prospects buy for **THEIR** reasons, NOT YOURS
- Not every prospect is **QUALIFIED** to be your customer

TWO CONDITIONS must exist before YOU commit **TIME, EFFORT, & MONEY**:

1. You **MUST QUALIFY** the prospect.
2. Your Prospect **MUST** be in a position to say **NO** or **YES**.

Buying *Emotions*

- **PAIN** in the *Present*
- **PAIN** in the *Future*
- **PLEASURE** in the *Present*
- **PLEASURE** in the *Future*





Pain Funnel

Three Elements of PAIN

1. Surface Problems: *THE WHAT*
1. Business Impact: *THE WHY*
1. Personal Impact: *THE HOW*



Tell me more about that...

Can you be more specific? Give me an example.

How long has that been a problem?

What have you tried to do about that?

And did that work?

How much do you think that has cost you?

How do you feel about that?

Have you given up trying to deal with the problem?



Pain Words - Listen

FUDWACA

- Frustrations
- Upset
- Desperate
- Worries
- Angry
- Concerns
- Anxieties

Other “emotional” words?

- _____
- _____
- _____
- _____
- _____
- _____
- _____



Sandler Rules for *Pain*



Stop selling features and benefits.



If the Competition is doing it, stop right away and do something else.



No pain, No sale.



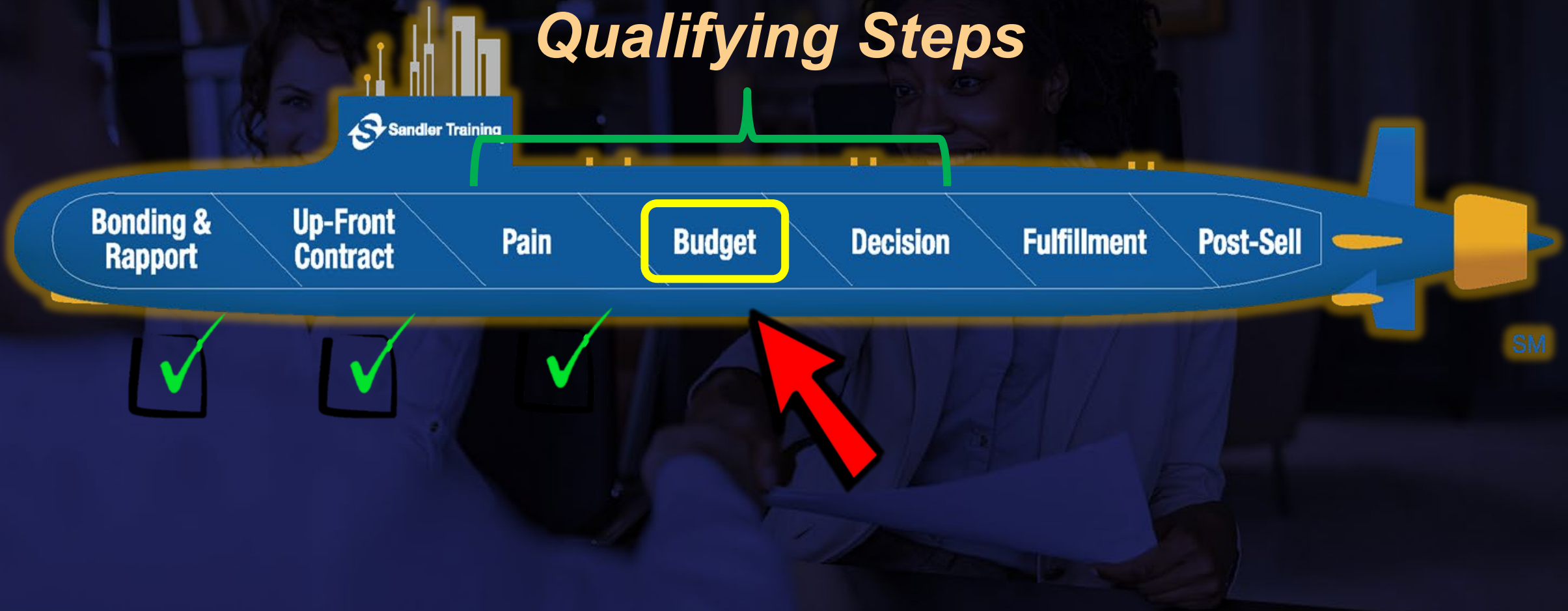
The problem the prospect brings is never the real problem.



People buy emotionally; they only make decisions intellectually.

The Sandler Selling System

Qualifying Steps



Step 1: Summarize & Review

Summarize and Review what you covered in the PAIN STEP and set the contract to talk about budget.

- 2 to 5 PAINS
- Agree on Scope of Needs
- **Anything Else?*





Step 2: Transition to Budget Conversation **Is the Money Available?**

- Did you have a Budget in mind as you considered this?
- You probably haven't considered a budget for this yet, have you?
- When you have done this in the past, how much did you **Budget?**





Step 3 : How Much ?

3 Possible Answers

YES

How much money?

- Negative Reverses
- Round Numbers
- Bracketing

NO

Build it Together

Soften Reverse: Not uncommon / Wasn't sure / Not a problem

- Bracketing
- Third-party stories
- Historical precedence
- Metaphors

MAYBE

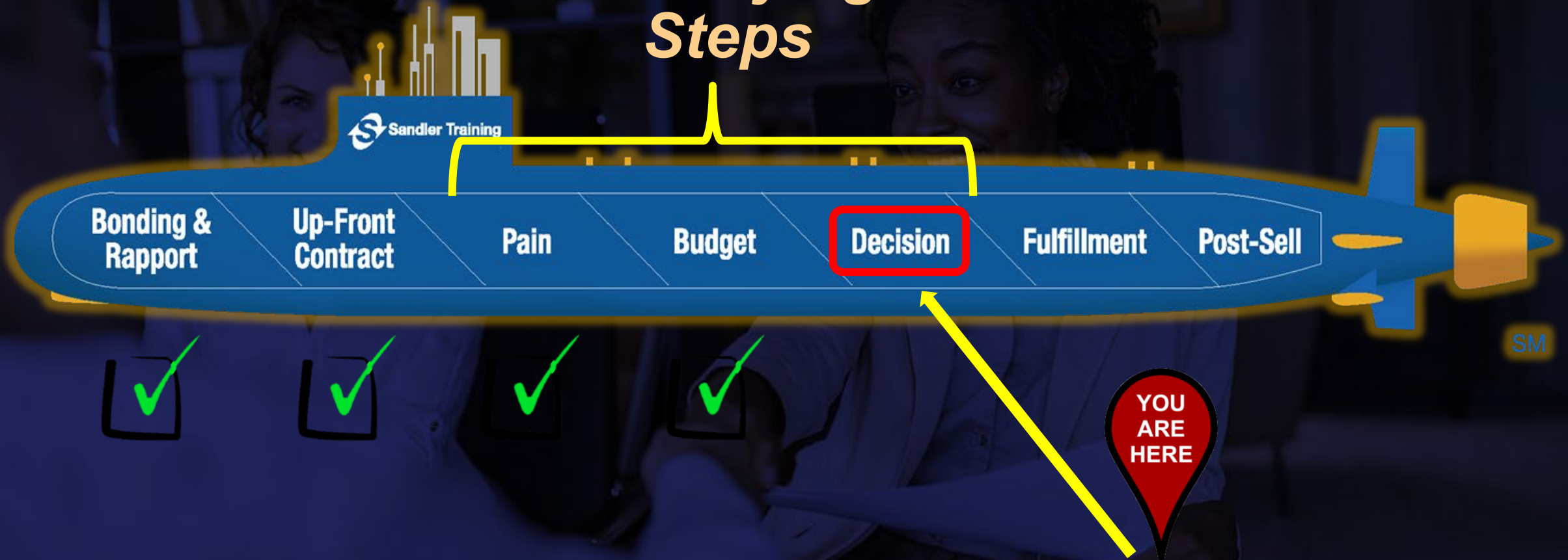
Stalls/Objections

TRUST or FEAR Issues

- Just not ready
 - Bracketing
- It's Company Policy
 - Bracketing & 3rd Party
- They don't trust YOU
 - third party
 - Address this NOW

The *Sandler* Selling System

Qualifying Steps



Elements of the *Decision Step*

- **Who** is involved?
- **How** decisions are made?
- **What** is the decision process?
- **Where** is it made in the organization?
- **When** will decisions occur?
- **Why** are decisions made that way?



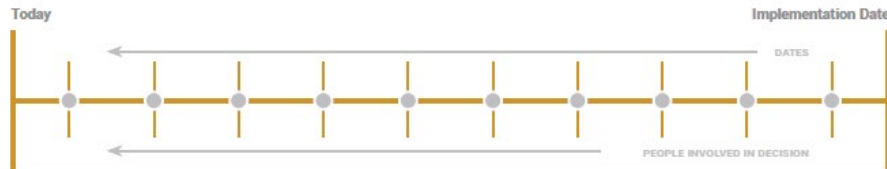
Timeline Identifier



What Happens (How)	Who is Involved	When?
Executive Committee to Understand <ul style="list-style-type: none"> Product value, Specs, Reviews 	CFO, COO, CRO	3-4 Weeks
<ul style="list-style-type: none"> You (prospect) needs info prior to EC 	Mark	Now – 2 Weeks
<ul style="list-style-type: none"> Logistics: Availability, Quantities needed, Research Cust. Base 	Mark, COO	6-8 Weeks
<ul style="list-style-type: none"> Retail Customer Interviews 	Mark	4-6 Weeks

The Decision Time Line Identifier

Tool 7.3



What are the steps?

Who is involved?

When does it happen?

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Timeline Identifier

← Dates

← People Activities on
Timeline

← What

← Who

← When

Sandler - "Timeline Identifier"

What must you do before moving to the Fulfillment Step?

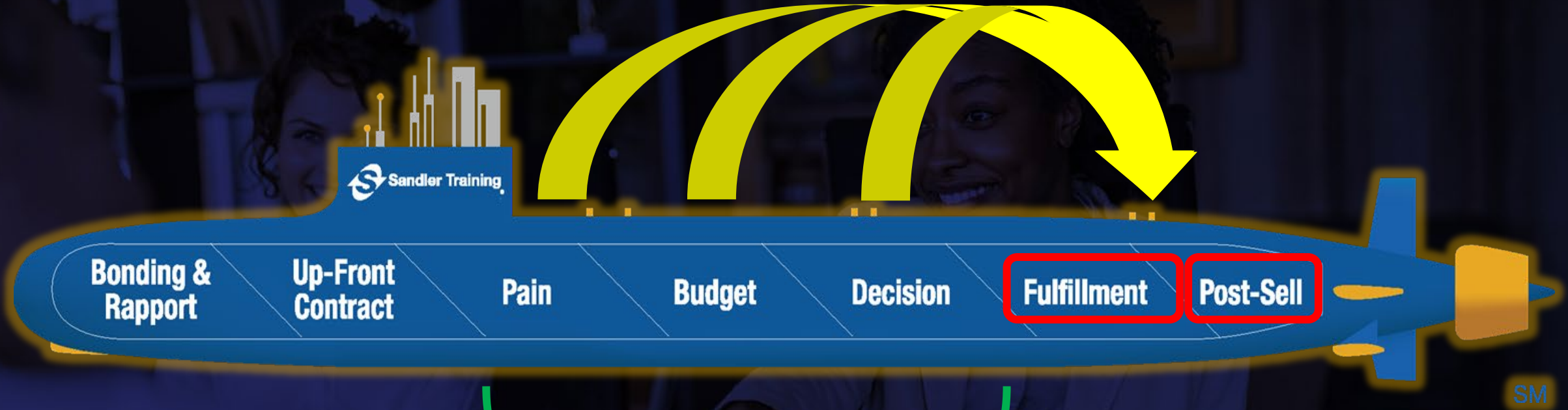
Consider exactly what will happen during the presentation:

- What type of presentation or proposal will be made?
- Who will participate?
- How much time is available?
- What decision will be made
 - a **NO** or **YES**

ASK:

If we do a presentation,
all your questions are
answered, and you
approve of our solution,
what is next?

Sandler Process – *Review*



What is Important here?



THREE WAYS TO DELIVER AN EFFECTIVE SALES PRESENTATION

 Airplane mode on

[Sandler – "Three Ways to Deliver an Effective Sales Presentation:"](#)

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The Presentation Creator

SALES TOOLS ✕

The Presentation Creator

Tool 8.2

Dirty Aggregate		Late Delivery		Invoicing Issues	
Pain 1	Pain 2	Pain 2	Pain 2	Pain 3	Pain 3
Impact to Company <i>Unacceptable Ready-Mix</i>	Impact to Individual <i>Reputation</i>	Impact to Company <i>Missed Deadlines</i>	Impact to Individual <i>Not meeting sales goals</i>	Impact to Company <i>Delay in Billing</i>	Impact to Individual <i>Cash Flow</i>
Solution	Solution	Solution	Solution	Solution	Solution
What 5 headlines about the solution will you share based on pain?	What 5 headlines about the solution will you share based on pain?	What 5 headlines about the solution will you share based on pain?	What 5 headlines about the solution will you share based on pain?	What 5 headlines about the solution will you share based on pain?	What 5 headlines about the solution will you share based on pain?
1. <i>Rock comes from clean soil</i>	1. <i>Quarry close to job</i>	1. <i>Billing Process</i>	1. <i>Billing Process</i>	1. <i>Billing Process</i>	1. <i>Billing Process</i>
2. <i>Washing not rec'd</i>	2. <i>Trucking process</i>	2. <i>Communication process</i>	2. <i>Communication process</i>	2. <i>Communication process</i>	2. <i>Communication process</i>
3.	3.	3.	3.	3.	3.
4.	4.	4.	4.	4.	4.
5.	5.	5.	5.	5.	5.
How does it solve the impact to the company? <i>Concrete meets strength</i>	How does it solve the impact to the company? <i>There when needed</i>	How does it solve the impact to the company? <i>Bills are right on time</i>	How does it solve the impact to the company? <i>Bills are right on time</i>	How does it solve the impact to the company? <i>Bills are right on time</i>	How does it solve the impact to the company? <i>Bills are right on time</i>
How does it solve the impact to the individual? <i>Customers believe in co.</i>	How does it solve the impact to the individual? <i>Meet sales goals</i>	How does it solve the impact to the individual? <i>Make \$\$</i>	How does it solve the impact to the individual? <i>Make \$\$</i>	How does it solve the impact to the individual? <i>Make \$\$</i>	How does it solve the impact to the individual? <i>Make \$\$</i>
Validation	Validation	Validation	Validation	Validation	Validation
3rd Party Story or Testimonial	3rd Party Story or Testimonial	3rd Party Story or Testimonial	3rd Party Story or Testimonial	3rd Party Story or Testimonial	3rd Party Story or Testimonial

(Add appropriate 3rd party story or testimonials here)

Download a new blank copy of this tool at [lean.sandler.com](https://www.lean.sandler.com)

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Sandler Training
 Finding Power in Reinforcement

The Post-Sell Step

- Prevent buyer's remorse and the *Loss of the Sale*.
- Establishing Up-Front Contracts for *what happens next*.
- Discuss *future business* and referrals.
- Establish a *Score Card*.



THE DANGERS OF
LOSING A SALE
AFTER CLOSE.

Sandler Process - *Communication*



Sandler Philosophy

SANDLERSM

- Sandler believes that Professional Selling is a noble profession and deserves respect.
- Be sure to understand the prospect's issue, budget and decision process before you try to sell them anything.
- Help the prospect discover the real Pain and that you are the solution.

**FREE OFFERS AND
WHITE PAPERS – Click
to Download**

**YOUR ULTIMATE GUIDE
TO THE NEXT
EVOLUTION OF SALES –
Click to Download for
Free**

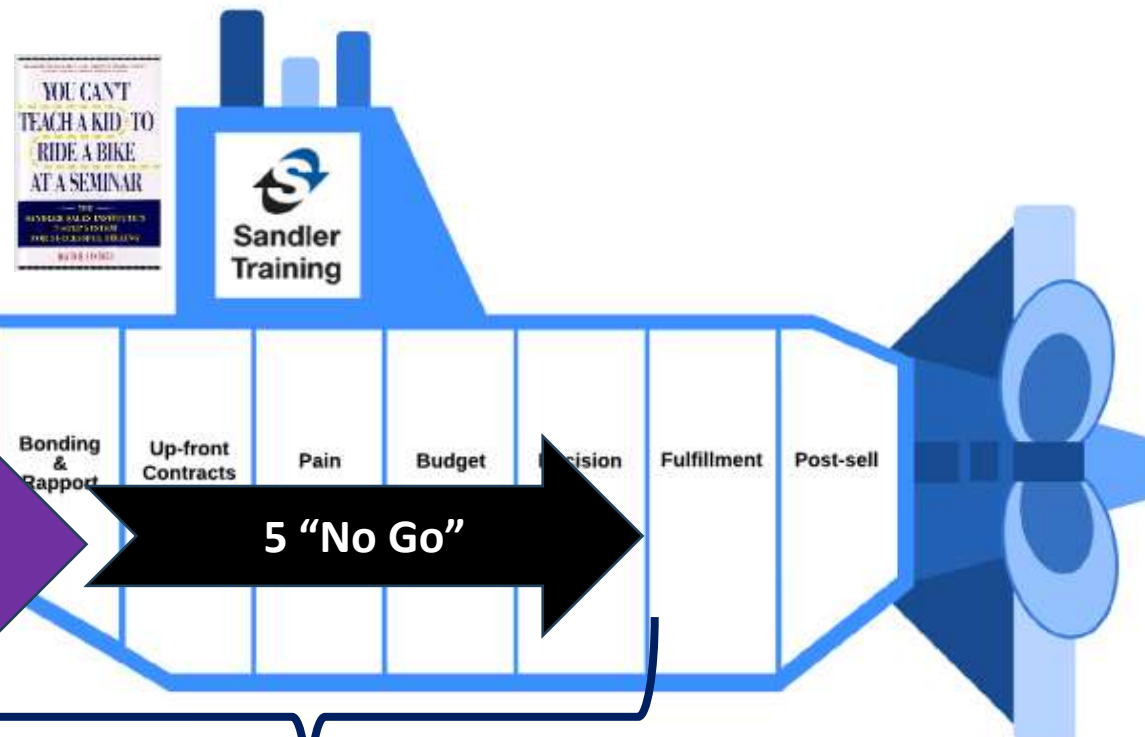
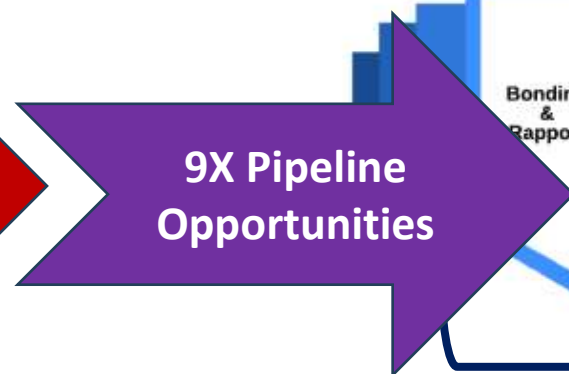
Thank You for Participating!



The Neuberger Team

Sandler Sales Academy - 8 Sessions -Virtual Training – NEXT SESSION

Sandler Sales Submarine



L.I.S.T.E.N

Building a Step-By-Step System To Win More State Contracts



"We have two ears
and one mouth
so that we can
listen twice as much
as we speak."

Epictetus
Greek philosopher
c. AD 55-135

Look at Goal: Win-Win-Win

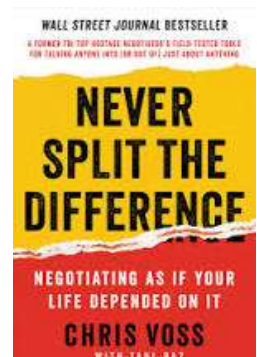
Interested: Lean Forward (Even Virtually) - Late-night Radio Voice

Silence: Seek to Understand – Mirror - Repeat as a Question

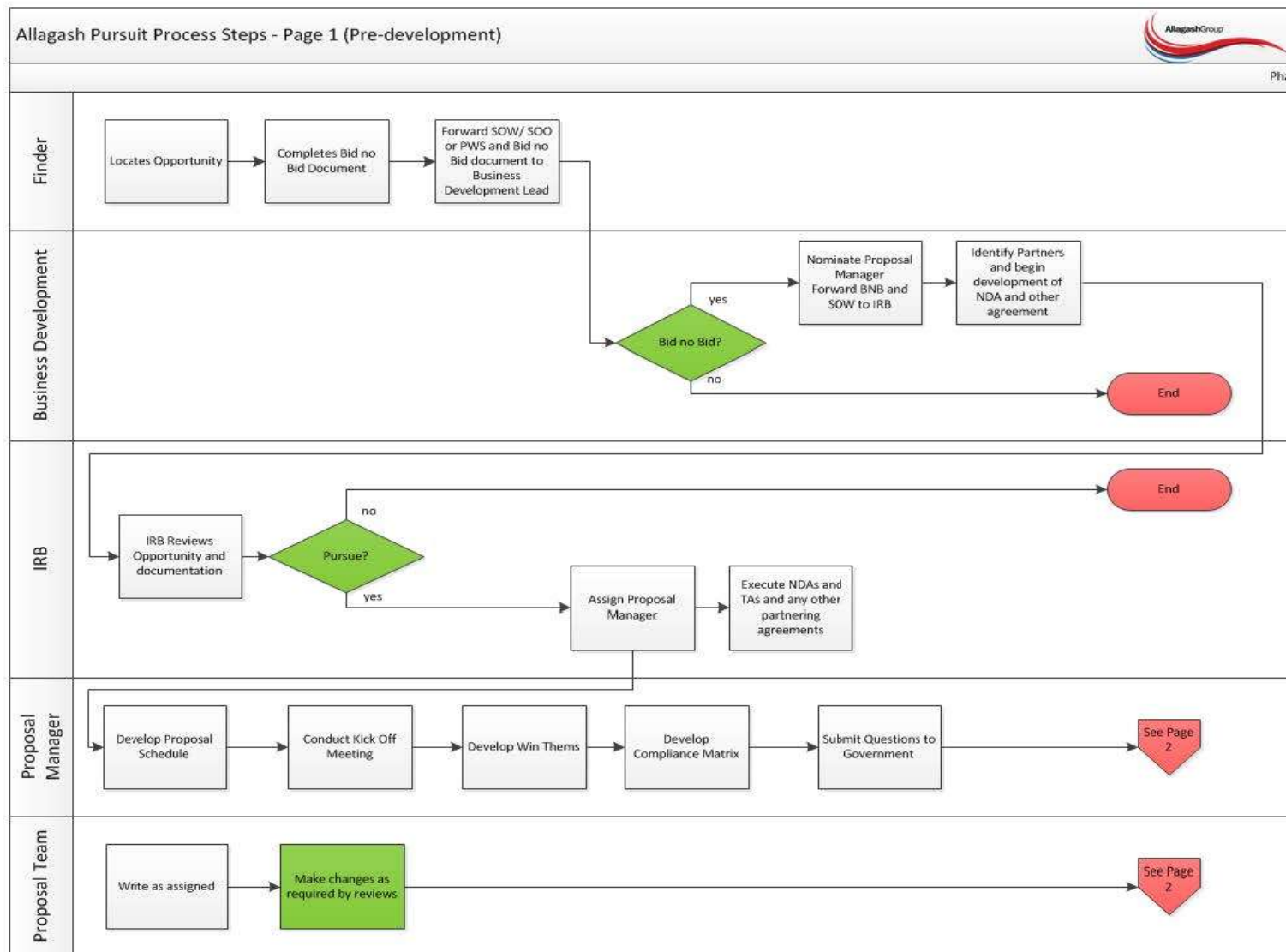
Thoughtful: Avoid Distractions – No “Why” Words, Use “How” “What”

Expression of Other’s Feelings - Upfront Feeling Audit; Them “NO”-Not Yes

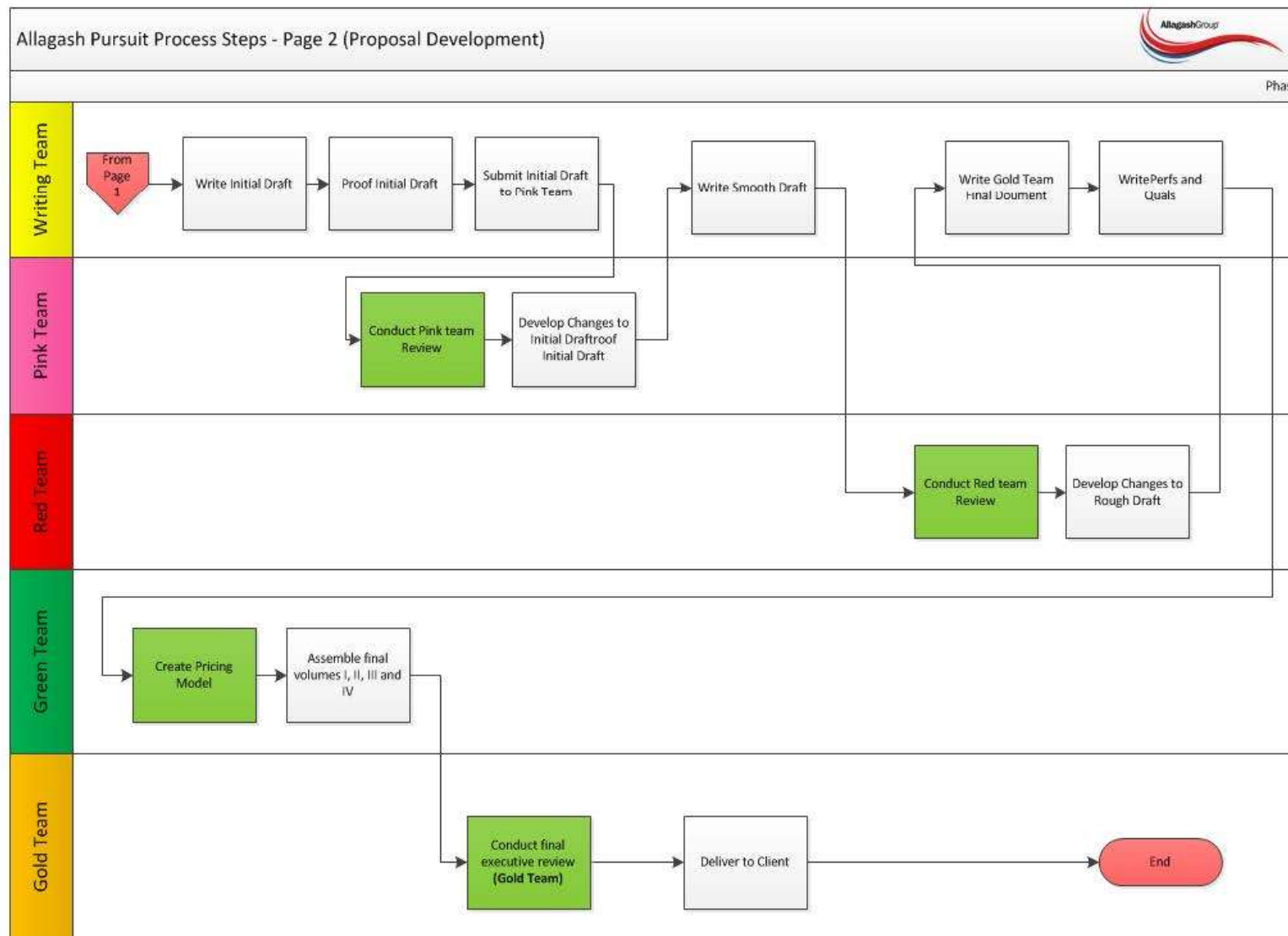
No Advice (Presentation), Unless Requested



Building a Step-By-Step System To Win More State Contracts




Building a Step-By-Step System To Win More State Contracts



Demonstrate You are in that 1% having BOTH Profitability & Sustainability

Line of Credit & Bonding Capacity on Capability Statement



TRANSPACIFIC COMMUNICATIONS
BRIDGING CULTURES

Capabilities Statement

Supporting your organization by removing communication and diversity, equity, inclusion, and accessibility (DEIA) barriers.

Certifications

- ISO Certified (Date No. 022826)
- ISO 9001:2015
- Annual Renewal fees less than \$4 Million
- CAGE Code: 51079
- DUNS # 963518018
- ISO 27001
- Bilingual Leadership Speech-Writing, Assessment, and Content Development & Content Moderation/Consulting
- TransPacific Communications - Certified Chinese Business Cultural Awareness Consultant

Primary NAICS Code:

813450 Professional and Management Development Training

Additional NAICS Codes:

- 541330 Graphic Design Services
- 541341 Administrative & General Management Consulting Services
- 541332 Human Resources Consulting Services
- 541333 Other Management Consulting Services
- 541720 Research & Development in the Social Sciences & Humanities
- 541830 Advertising Agencies
- 541930 Public Relations Agency
- 541990 Marketing Research & Public Opinion Polling
- 541999 Translation & Interpretation Services, All Other Professional, Scientific, & Technical Services
- 561210 Convention and Trade Show Organizers
- 611090 Language School
- 611099 All Other Educational Services & Instruction
- 812790 Educational Support Services

(We accept credit card payments.)

Services & Solutions (available online)

- Diversity, Equity, Inclusion and Accessibility (DEIA) Consulting
- Expert translation from top languages
- Simultaneous and consecutive interpretation for events, calls and meetings
- Conferences, Meetings & Webinars Organization
- Media Training
- Culturally competent graphic design from our multi-lingual design team
- Scientific and Technical Presentational Skills
- Power Networking Across Cultures
- Effective Communication for non-native English Speakers

Core Capabilities and Benefits

TransPacific Communications supports both public and private sector clients through translation, interpretation, DEIA assessment and training to improve the cultural competencies of your entire organization. We focus on breaking cultural barriers by providing culturally appropriate graphics, translated materials, and interpretation to effectively communicate with your audience. Our multi-lingual team of experts breakdowns in communication by assessing people of diverse nationalities and cultural backgrounds through improved oral and written communications.

TransPacific Communications champions clients through DEIA consulting, analysis, assessments, surveys and training to improve the cultural competencies and achieve the level of DEIA in the entire organization. We believe your organization can become more Diverse, Equitable, Inclusive, Accessible, and more human-centric. We develop strategic DEIA plans, review and remodel policies and programs within the organization, design and deliver tailored training, and advise organizational leadership. We bring together essential DEIA culture and engagement strategies into a cohesive, integrated whole, and analyze and employ data to support clients in harnessing their potential.

Our cross-cultural communication programs help employees develop the skills needed to overcome professional, cultural, and communication barriers, boost morale, confidence, cultural competencies and overall communication of the organization. We have the ability to tailor our cross-cultural communication training to address your specific DEIA, cultural and communication needs.

Dottie Li, Founder & CEO
301-910-7299 | dottie@tpcapi.net
TransPacific Communications | www.tpcapi.net

Company Overview

TransPacific Communications has more than 20 years of expertise in cross-cultural communications, coaching, consulting, and media training. We are an ISO Certified, Economically Disadvantaged Woman Owned Small Business (EDWOSB) and have been providing communication training for public and private sector clients.

Government Clients



- Translation and Interpretation
- Diversity, Equity, Inclusion and Accessibility (DEIA) Consulting
- Conferences, Meetings & Webinars Organization
- Power Networking Across Cultures Training
- Cross-Cultural Communication Training
- Personal Branding Training
- How to Deliver a Winning Presentation Training
- Effective Communication for Non-Native English Professionals
- Keynote Speaking
- Media Training

Commercial Clients



Contact Us

TransPacific Communications | www.tpcapi.net
301-910-7299 | dottie@tpcapi.net

What our clients say about us

"Your excellent presentation emphasized the pivotal message on the importance of diversity, inclusiveness, and inclusion in the work environment. Your efforts will help the U.S. Coast Guard become a leader in diversity management within the private government and a model for the nation."

ADM. T.W. Allen, United States Coast Guard

About the Founder

Dottie Li, Founder and CEO of TransPacific Communications, is an expert on cross-cultural communications and workforce diversity. Her mission in life is helping women communication barriers and improving cultural competencies in the workplace.

Dottie was featured on NPR as a translation expert. Her groundbreaking work has been profiled on NPR, Voice of America, CDM and China Daily and other media outlets. She is a certified accent modification trainer. Her voice can be heard by millions as the Voice and Voice Coach of Sonoma Science Mandarin products.

Dottie was awarded one of Maryland's Top 100 Women in 2009 and 2015 by the Daily Record and a Mandarin Leader in America in 2010. She received the "Best Cross-Cultural Communication of the Year" title in 2013 by the HMMCA.

Dottie is a Commissioner on the Maryland Governor's Commission on Asian/Pacific American Affairs and a board member of Montgomery Television.

Dottie is a graduate of the University of Maryland in Baltimore and Hainan University in her native China.



SUMMARY PROPOSAL FOR \$125,000 TO EXPAND WHOLESALE & LIMITED RETAIL THE GOLD & SILVER EXCHANGE LLC



Company Information:

Legal Name: The Gold & Silver Exchange LLC
Address: 6186 Main Street, Oneonta NY 13820
Web: www.goldandsilverexchange.com
Phone: 607-343-2886
Email: hyschling@goldandsilverexchange.com
EIN: 27-5727977
Date Established: October 2018

Ownership

Current Owners: Brenda Gomez 100%
To Hire: Full-Time Assistant (Year 3) **Owner**
Experience: Project Management (30 years); Diamond
Grading Certified Gemological Institute of America 1994

Personal Financials

Total Net Worth: \$8,063 (SBA Form 413)
Credit Score: 638 (VantageScore)

Collateral Summary

Collateral	Value	Market Value	Prior Liens
Commercial Property	\$0	\$0	\$0
Inventory (6 Months)	\$125,000	\$25,000	\$0
Equipment & Sgrage	\$0	\$0	\$0
Owners' Personal Property	\$200,000	\$208,000	\$232,000
Total Market Value		\$257,000	
Less: Prior Liens		\$232,000	
Net Collateral Value		\$25,000	
Market Value: Personal Property (90% Value); Inventory (20% Value)			

Description: The Gold & Silver Exchange LLC is a limited purpose retail dealer that has the opportunity to increase the volume of wholesale purchases of gold, silver, and platinum transactions from less than \$15,000 to \$20,000 monthly by the end of year 3, thanks to a capital injection. By the end of year 2, the company needs to hire an experienced assistant and begin 12 retail events that would coincide with Oneonta events. Despite having limited marketing with only 7 visitors per week, the company has to turn away or delay 50% of all requests by people to sell their gold for as much as it can only do 20 transactions per month, each valued at \$400. Since 2018, the company has opened 300 days per year, purchasing old jewelry, coins, flowers, dental gold, and diamonds from primarily senior citizens for a cash purchase at retail value and selling to area precious metal dealers (Tier 1) for less than a 100% ready value. However, COVID restrictions and the illness/death of the owner's brother have led to lower numbers in 2019. The company owns inventory outright (also holding it for 18 days as required by NY State law) which allows for higher margins compared to traditional retail stores that finance or take a memo of inventory. As the company needs to turn inventory over quickly the cash (within an average of 21 days), it can only sell to Tier 1 clients. With the ability to acquire more retail and hold that inventory for an average of 54 days, the company can sell directly to national refiners (due to the soaring demand - source Bloomberg.com) and during the monthly Oneonta events (Tier 2 clients) for a markup greater than 100%. Inflationary/recessionary outcomes create the need for families to have cash and may increase prices for senior citizens result in a perk-up demand to sell their precious metals. With additional cash profits, the company can expand its operations and sell to Tier 3 clients (retail at the current location) at a markup greater than 170%. However, financial projections do not include Tier 3 transactions. According to the 2021 Big Survey results, jewelry retail is expected to have that "last mile" or "better than average" sales, making it a once-in-a-decade year for sales.

The owner has never been involved in bankruptcy or insolvency proceedings. There are no pending lawsuits, not under indictment, parole or probation.

1. Current Request
2. Company Information
3. Description
4. Owners & Team (Inside Experience)
5. Personal Financials & Collateral Pledged +
6. Owner's Character
7. Project Uses (Past, Current, Future)
8. Revenue Sources
9. Historical & Projected Financials
10. Professional Team (Outside Experience)

Worksheet 19

USES

Building & Improvements	\$0
Inventory	\$125,000
Working Capital	\$5,000
TOTAL USES:	\$130,000



I had to write a position review for Gold and Silver Exchange because my assistant and I dealt with them on several occasions - and each and every time they were there impressed as with their knowledge, courteous service and honesty. They broke down everything we needed to know so we felt safe when dealing with them - I recommended them to anyone looking to sell gold, silver, and platinum. - Stanley H. - Hartsick, NY

SOURCES

Owner Investment	\$5,000
Loans	\$125,000
New Equity Investors	\$0
TOTAL SOURCES:	\$130,000

Gold & Silver Exchange exceeded my expectations by offering 310% more cash than my other competing jeweler (for my platinum and silver). They have a smooth and efficient operation and I will definitely come back when it's time to sell more platinum. Thanks again! - Melissa R. - Albany, NY

Great company. Great service. Will recommend. My wife and I are all cash offer for my old jewelry. Not too good to refuse. - Last post 1/25/21/21 - Alan P. - Binghamton, NY

	Year 1	Year 2	Year 3	Year 4	Year 5	Year 6
Prospective Sales	1,218	1,340	1,473	1,621	1,783	1,962
Sellers	195	236	285	345	418	506
Avg. Purchased/Seller	\$679	\$965	\$1,043	\$1,169	\$1,284	\$1,415
Avg. Trans/Seller (P&M)	2.11	1.95	2.12	2.29	2.92	3.21
Purchases / Inventory	\$362,080	\$445,233	\$641,458	\$924,723	\$1,567,327	\$2,293,722
Avg. Mark Up (P&M)	161.3%	163.9%	166.7%	169.5%	171.9%	175.1%
Revenue	\$584,000	\$729,890	\$1,069,097	\$1,567,327	\$2,693,677	\$4,020,494

Historical Financials & Projections (Created by Emami Business Services)

Projections: 5 years of financing at 12% (interest, points & fees) & 4% origination fee. **Seek a better offer.**

	2019	2020	2021	1-A 2022	Year 1	Year 2	Year 3	Year 4
Total Revenue	\$378,669	\$173,783	\$366,219	\$125,855	\$584,000	\$729,890	\$1,069,097	\$1,567,327
Gross Profit	\$87,853	\$21,557	\$130,207	\$47,810	\$221,020	\$284,657	\$365,639	\$578,124
Net Income	\$34,934	\$2	\$49,344	\$42,428	\$38,609	\$30,530	\$138,177	\$293,253
Debt Expense	\$0	\$0	\$0	\$0	\$18,955	\$11,494	\$3,710	\$5,594
Minimal Owner Comp.	\$34,934	\$0	\$49,344	\$28,839	\$48,000	\$50,400	\$52,920	\$55,566
Total Assets	\$12,000	\$12,000	\$13,000	\$15,705	\$149,198	\$220,855	\$334,385	\$509,945
Total Liabilities	\$0	\$0	\$0	\$0	\$105,589	\$183,716	\$50,069	\$31,295
Cash on Hand	\$5,506	\$2,068	\$9,563	\$191	\$124,198	\$195,855	\$339,385	\$474,965

Professional Services:

Precision Metal Dealer License (NY): 379
Certificate for Weighing & Measuring (NY): 0348757
Professional Association: Gemological Institute of America (GIA) graduate & alumni member
Current Bank of Business: Trust

Business Lawyer: Clemens & Mayer
Business Accountant: Emami Business Services
Insurance Agency: Cooperstown Mutual
Business Training: NOVA Hispanic American Chamber of Commerce's CEO Bootcamp Revenue Accelerator

Sample Business Plan/Deck - Prepared by 1021VA Project Services/Qualtrics/Qualtrics © Copyright 2021 All Rights Reserved. Layout: Wealth - Building a Successful Business by Emami, LLC

1. Current Request
2. Company Information
3. Description
4. Owners & Team (Inside Experience)
5. Personal Financials & Collateral Pledged +
6. Owner's Character
7. Project Uses (Past, Current, Future)
8. Revenue Sources
9. Historical & Projected Financials
10. Professional Team (Outside Experience)

Worksheet 19

SUMMARY PROPOSAL FOR \$XXX,000 TO XXXX
XXXXXXXXXXXXXXXXXXXXXXXXXXXX

(Logo)

Description:

Company Information:
Legal Name:
Address:
Web:
Phone:
Email:
EIN:
Date Established:

Ownership
Current Owner:
To Hire:
Experience:

Personal Financials
Total Net Worth: \$ (SBA Form 413)
Credit Score:

Collateral Summary

Collateral	Value	Market Value	Prior Liens
Commercial Property	\$0	\$0	\$0
Inventory (6 Months)	\$0	\$0	\$0
Equipment & Sundry	\$0	\$0	\$0
Owner's Personal Property	\$0	\$0	\$0
Total Market Value		\$0	
Less: Prior Liens		\$0	
Net Collateral Value		\$0	
Market Value:			

The owner has never been involved in bankruptcy or insolvency proceedings. There are no pending lawsuits, not under indictment, parole or probation.

USES

Building & Improvements	\$0
Inventory	\$0
Working Capital	\$0
TOTAL USES:	\$0

SOURCES

Owner Investment:	\$0
Loans:	\$0
New Equity Investors	\$0
TOTAL SOURCES:	\$0

Testimonials, Pastors, Awards, etc.

	Year 1	Year 2	Year 3	Year 4	Year 5
Targeted Leads					
Customers					
Avg \$/Trans					
Avg #/Yr					
Revenue					

Historical Financials & Projections (Created by XXXXXXXX)

Projections XXXXXX. Seek a better offer.

	2021	2022	2023	YTD 2024	Year 1	Year 2	Year 3	Year 4	Year 5
Revenue									
Gross Profit									
Net Income									
Debt Exp.									
Owner Comp									
Total Assets									
Total Liabilities									
Receivables									
Cash on Hand									

Professional Services:

Professional Certifications:
Advisors:
Current Bank of Business:

Business Lawyer:
Business Accountant:
Insurance Agency:
Business Training:

Worksheet 19: Summary Proposal Form. Copyright © 2024 by SBDC of Maryland. All rights reserved. This document is for informational purposes only and does not constitute an offer of any financial product or service. It is not to be used as a substitute for professional advice. The information contained herein is for general informational purposes only and is not intended to be used as a substitute for professional advice. The information contained herein is for general informational purposes only and is not intended to be used as a substitute for professional advice.



Strategic Business Growth to Win More! (Part 1) Create Systemized Plan to Earn More (61% MORE MONEY Yearly)



Class #1: Look Beyond the Crises & Open D.O.O.R.S to Make Money - RECORDING

PRESENTATION FOR CLASS 1 WORKSHEETS 1 & 2 in Word

RESOURCES MENTIONED IN CLASS 1:

- [Apple J.J. Movie CLIP - Square Peg in a Round Hole](#)
- [Video: The E-Myth Revisited by Michael E. Gerber | Animated Book Summary](#)
- [Patch Adams Movie CLIP-How Many Finger Do You See](#)
- [Earl Nightingale Reveals The Secrets In Think & Grow Rich](#)
- [Everest: Creation Greenness](#)

ARTICLES FOR CLASS 1: [CEO Accelerator - Articles for Worksheets 1 & 2](#)

ADDITIONAL RESOURCES FOR CLASS 1:

- [E-Myth - Book Summary](#)
- [E-Myth - E-Myth Book](#)
- [Video: Daniel Goleman and Daniel A. Coyle on Stress and Growth](#)
- [Video: David Huxford \(Think and Grow Rich - A Book Change\)](#)
- [Video: The Science of Achievement \(Less of Distraction\)](#)
- [Video: Think and Grow Rich for Women Success](#)
- [Think and Grow Rich - Full Audio Book](#)
- [Think and Grow Rich - Summary Animated](#)
- [Dr. Dale: Evaluate Where You Are](#)
- [Dr. Dale: Goal Setting](#)

Class #2: Increase Profits 61% Year Over Year (AFTER "NEW" BASE YEAR) - RECORDING (45 Minutes) Additional Videos Totaling 15 Minutes:

- [Video: Job to be Done](#)
- [Video: 5 Ways to Massive Profits with Brad Sugars](#)

PRESENTATION FOR CLASS 2 WORKSHEETS 3-9 & 12 in Word WORKSHEETS 10 & 11 PDF

RESOURCES MENTIONED IN CLASS 2:

- [Video: Clay Christensen: The "Job" of a Milkshake](#)
- [Video: 5 Financial Building Blocks](#) NOTE: Velocity is the Showed Last in the Video

ARTICLES FOR CLASS 2: [CEO Accelerator - Articles for Worksheets 3-9 & 12](#)

ADDITIONAL RESOURCES FOR CLASS 2:

- [Guide to Selling a Your Small Business - Full Book](#)

Class #3: Strategic Execution: Getting the MOST Profitable Things Done - RECORDING (30 Minutes) Additional Videos Totaling 30 Minutes:

- [Brief Video Overview of A Discipline of Execution](#)
- [Video Summary of the Book "A Discipline of Execution"](#)
- [Video of Discipline 4: WIG Meeting](#)

PRESENTATION FOR CLASS 3 WORKSHEET 5 - Drive It or Die!

RESOURCES MENTIONED IN CLASS 3:

- [Summary of the Book "A Discipline of Execution"](#)
- [Excerpt Section 1 of Book "A Discipline of Execution"](#)

ADDITIONAL RESOURCES FOR CLASS 3:

- [Interviews by "The Medical Journal" on how to drive](#)
- [The Power of a Word - Drive It or Die!](#)

Class #4: Your Activities - One-Page Plan to Win More Time & Money - RECORDING

PRESENTATION FOR CLASS 4 WORKSHEETS 13-15 and 17 PDF WORKSHEET 16 - Process Improvement in Excel WORKSHEET 18-19 - Growth Systems in Excel WORKSHEET 20 - Lead Summary 2 Pages in Word

RESOURCES MENTIONED IN CLASS 4:

- [Process Family Reorganization: Refine Your Business Today](#)

Class #5: Leverage Resources: Maximize Profits in a Changing Economy - RECORDING (30 Minutes) Additional Videos Totaling 30 Minutes:

PRESENTATION FROM 2/1/22 WEBINAR WITH BW/MAA

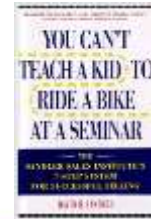
ADDITIONAL RESOURCES FOR CLASS 5:

- <https://www.bwma.org/pressroom/2022/02/01/bwma-announces-its-new-strategy-to-lead-the-way-in-the-future-of-small-business/>
- <https://www.bwma.org/pressroom/2022/02/01/bwma-announces-its-new-strategy-to-lead-the-way-in-the-future-of-small-business/>
- <https://www.bwma.org/pressroom/2022/02/01/bwma-announces-its-new-strategy-to-lead-the-way-in-the-future-of-small-business/>
- <https://www.bwma.org/pressroom/2022/02/01/bwma-announces-its-new-strategy-to-lead-the-way-in-the-future-of-small-business/>
- <https://www.bwma.org/pressroom/2022/02/01/bwma-announces-its-new-strategy-to-lead-the-way-in-the-future-of-small-business/>
- <https://www.bwma.org/pressroom/2022/02/01/bwma-announces-its-new-strategy-to-lead-the-way-in-the-future-of-small-business/>
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- <https://www.bwma.org/pressroom/2022/02/01/bwma-announces-its-new-strategy-to-lead-the-way-in-the-future-of-small-business/>
- <https://www.bwma.org/pressroom/2022/02/01/bwma-announces-its-new-strategy-to-lead-the-way-in-the-future-of-small-business/>
- <https://www.bwma.org/pressroom/2022/02/01/bwma-announces-its-new-strategy-to-lead-the-way-in-the-future-of-small-business/>

www.marylandsbdc.org/accelerator

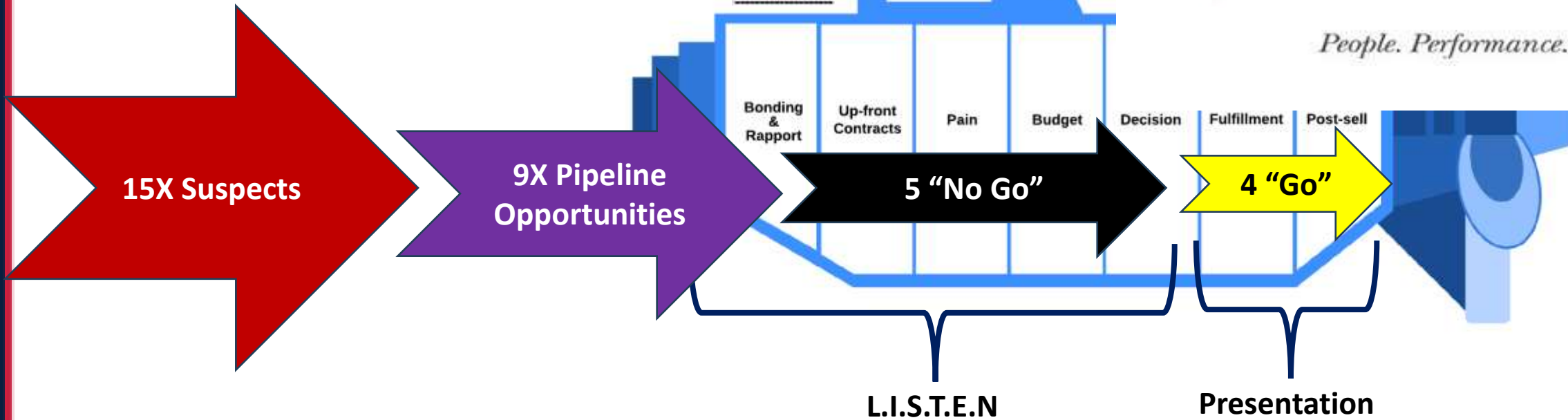


Sandler Sales Submarine



**DALE CARNEGIE®
TRAINING**

People. Performance. Profits.



Building a Step-By-Step System To Win More State Contracts



CEO Coaching: www.marylandsbdc.org/accelerator

Find YOUR SBDC: www.marylandsbdc.org/locations



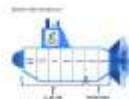
Business-to-Government (B2G): Best Practices in Sales/Business Development & Access Opportunities (4 Part Series)



**June 2, 2023: Best Practices in Sales/Business
Development to FIND & WIN CONTRACTS...with
Sandler Training – RECORDING**

- PRESENTATION
- RESOURCES & EMAIL LINKS MENTIONED DURING PRESENTATIONS

- Sandler Sales Academy: Abridged Version by University of Maryland SBDC's CEO Accelerator- Presented by Russell C. Teter III, Certified Sandler Sales Trainer – Provided by The Neuberger Group
 - Sandler Download - Book: "Why Salespeople Fail... And What You Can Do About It"
 - Sandler - "DISC" Assessment-Sample:"
 - Sandler - "Up-Front Contract Builder."
 - Sandler - "Pre-Call Planner."
 - Sandler - "Three Ways to Deliver an Effective Sales Presentation."
 - Sandler - "Timeline Identifier."
 - Sandler - "The Presentation Creator"
 - Sandler - **FREE OFFERS AND WHITE PAPERS – Click to Download**
 - Sandler - **YOUR ULTIMATE GUIDE TO THE NEXT EVOLUTION OF SALES – Click to Download for Free**
- Social Capital Building:
 - ✓ Edward: ed@socialcapitalbuilders.com
 - ✓ Social Capital for Entrepreneurs – NEXT SESSION: <https://www.innovationcenter.com/bttr/>
- State of Maryland Contracting: Eduardo: eduardo.hayden@maryland.gov
- Federal Contracting Resources: Theo: theo@catapultbd.com
- Financing:
 - ✓ Two-Page Loan Summary in Word (Addresses 95% of Underwriter's Questions)
 - ✓ Two-Page Loan Summary with Sample (Addresses 95% of Underwriter's Questions)
 - ✓ Article: Private Equity Recap - Selling Your Business Twice
 - ✓ Private Equity/Venture Capital/Angel Investing: Tim Keffer Tim.Keffer@raymondjames.com PLUS Macro Economic Trends Reports



SANDLER

Sandler Sales Academy - 8 Sessions - Virtual Training - NEXT SESSION



PART 1: Tuesday, October 5, 2021 Maryland, and Local Government RECORDING

- PRESENTATION
- RESOURCES & EMAIL LINKS MENTIONED DURING PRESENTATIONS



GOVERNOR'S OFFICE

PART 4: Wednesday, October 12, 2022: "Access to Opportunities: Andrews/NASA, MDOT & Prince George's County - WIN MORE!" – RECORDING

- PRESENTATION
- RESOURCES & EMAIL LINKS MENTIONED DURING PRESENTATIONS



www.mdotc.org



www.ahccinc.com/events/



www.marylandsbdc.org/accelerator



Anatomy of a Bid for Prime & Subcontractors

Tuesday, May 20, 2025

10 a.m. - 12 noon

https://us06web.zoom.us/webinar/register/WN_3t6Dfu1BQvCGxvkLhv1jig#/registration

Building a Step-By-Step System To Win More State Contracts



<https://youtu.be/h8hHZDiQD3A>

Factors that Influence Pricing



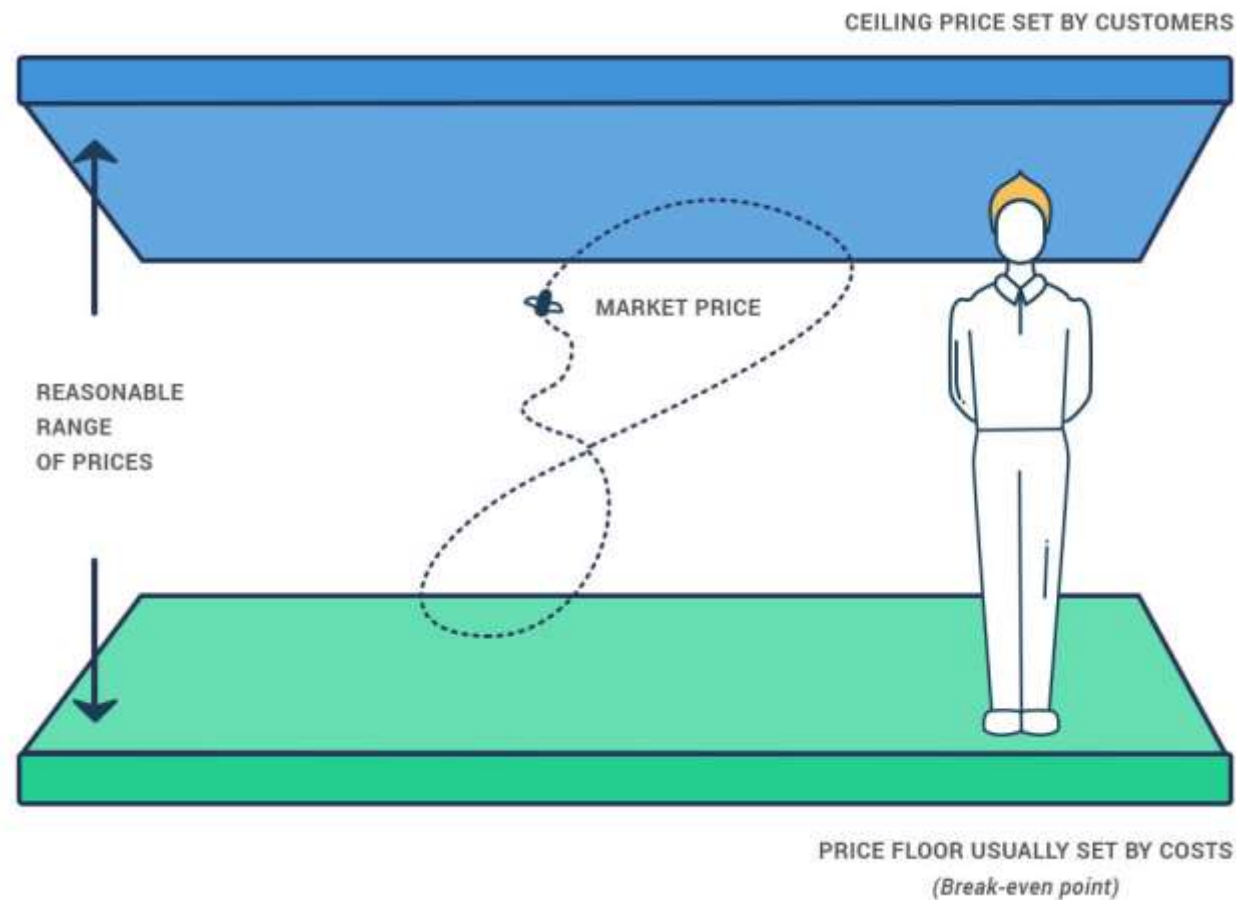
PRICE



Factors Influenced by Pricing



What is Your Market Price?



NET INCOME EQUATION USED TO DETERMINE PROFITABILITY

SALES - COST OF PRODUCT/SERVICE = GROSS PROFIT - OPERATING EXPENSES = NET INCOME



Building a Step-By-Step System To Win More State Contracts

	BENEFITS	DRAWBACKS
LOWER	<ul style="list-style-type: none"> Forces competitors to keep prices low Attracts customers to take advantage of special or low prices May increase sales and frequency of buying 	<ul style="list-style-type: none"> Must be the market leader for the lowest prices or best deals Competes at very low margins Attracts price-sensitive customers
HIGHER	<ul style="list-style-type: none"> Profit margins are high; fewer transactions needed Brand has a higher perceived value or image Customers think products/ services are better than others in the market 	<ul style="list-style-type: none"> Attracts a small, niche portion of the market Sales volume or number of transactions may be lower than other providers in the market
PARITY	<ul style="list-style-type: none"> Forces competitors to keep market prices fair Creates industry standards for costs and margins 	<ul style="list-style-type: none"> Must maintain prices that are the same as other competitors Competes at low or fair margins May not differentiate from other competitors

Building a Step-By-Step System To Win More State Contracts

SIZE OPTIONS

CONTACT INFORMATION

Sweet Regards Bakery
123 Main St.
Cookieville, USA 12345
931-555-1212
email: info@sweetregards.com

Price List

ITEM	SIZE	DETAILS	PRICE
Layer Cakes	9" 2 Layers	Serves 12	\$35
	9" 3 Layers	Serves 16	\$40
Carrot Cake	9" 3 Layers	Serves 12	\$40
			\$4/slice
Flourless Chocolate Torte	8" 1 Layer	Serves 10	\$30
			\$3.50/slice
Cupcakes			\$2.50 each
			\$24/dozen
Cookies	3"	Chocolate Chip	\$1.50 each
		Cranberry Pecan	\$13/dozen
		Oatmeal Raisin	
		Double Chocolate	
Cinnamon Buns	Jumbo		\$2.50 each
			\$24/dozen

Price subject to change.
Delivery not included.
Prices vary for custom orders. Requires 50% deposit.
Order online at SweetRegardsBakery.com or call (123) 123-1234 Visa and MasterCard accepted.

QUANTITY DISCOUNT

OPTIONS

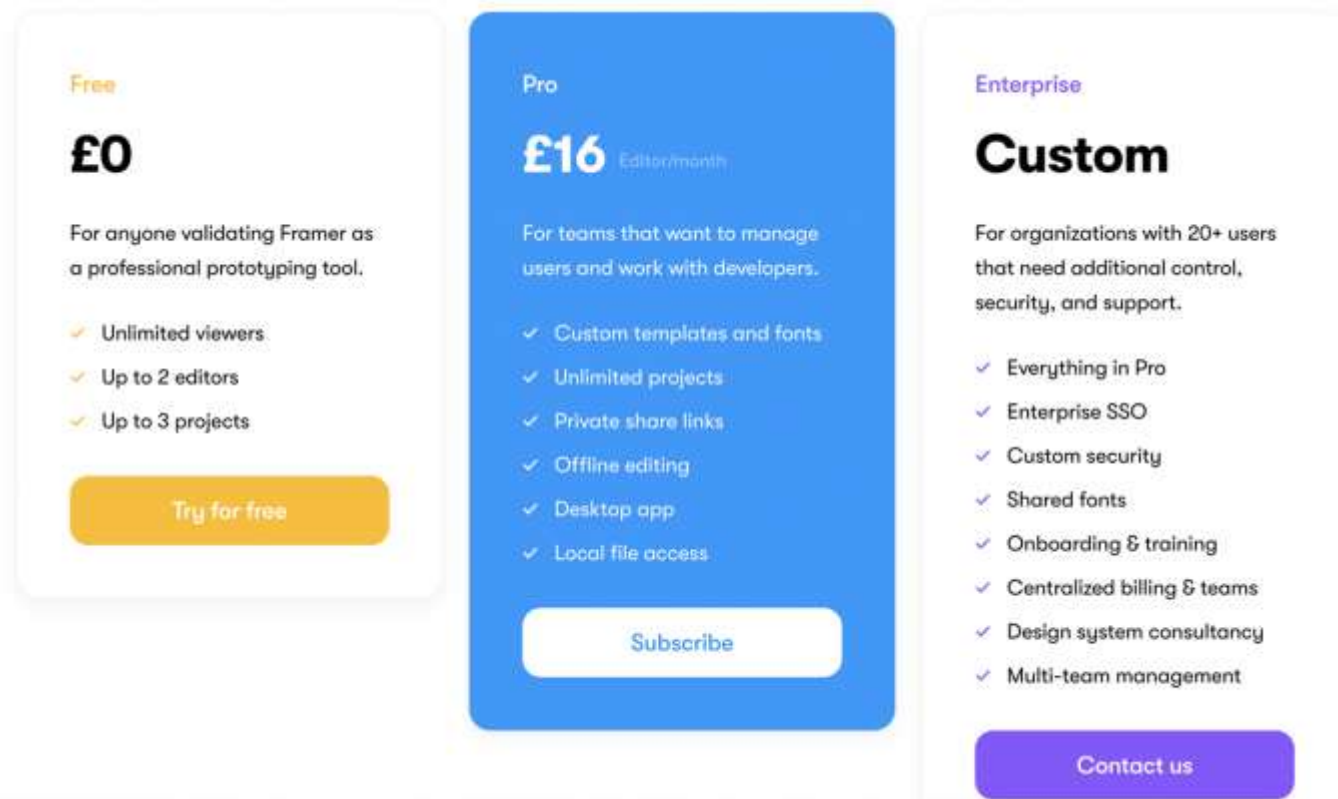
PAYMENT OPTIONS

Pricing Strategy

1. Cost-plus pricing – simply calculating your costs and adding a mark-up
2. Competitive pricing – setting a price based on what your competition charges
3. Value-based pricing – pricing on the perceived or proven value of your product or service
4. Price skimming – setting a high price to capitalize on a monopoly and lowering it as the market catches up
5. Penetration pricing – setting a low price to beat a competitive market and raising it over time
6. Goal pricing – setting your personal financial & time-commitment goals and pricing your products or services to meet those goals

Pricing Strategy

People tend to pick the middle option when presented with three



Free	Pro	Enterprise
£0	£16 Editor/month	Custom
For anyone validating Framer as a professional prototyping tool.	For teams that want to manage users and work with developers.	For organizations with 20+ users that need additional control, security, and support.
<ul style="list-style-type: none">✓ Unlimited viewers✓ Up to 2 editors✓ Up to 3 projects	<ul style="list-style-type: none">✓ Custom templates and fonts✓ Unlimited projects✓ Private share links✓ Offline editing✓ Desktop app✓ Local file access	<ul style="list-style-type: none">✓ Everything in Pro✓ Enterprise SSO✓ Custom security✓ Shared fonts✓ Onboarding & training✓ Centralized billing & teams✓ Design system consultancy✓ Multi-team management
Try for free	Subscribe	Contact us

Pricing Strategy

“Anchoring” is an important psychological effect to consider

Bronze	Silver	Gold <small>Most Popular</small>	Platinum
Basic Forms features and limited integrations	Additional integrations, forms, and customization	More advanced features for growing businesses	Advanced data collection features and priority support
\$19/month	\$50/month	\$83/month	\$208/month
1 user / 5 forms	1 user / 20 forms	5 users / 100 forms	10 users / 1,000 forms
Try It Free	Try It Free	Try It Free	Try It Free



source: baremetrics.com

source: buzzfeed.com

Pricing Corporate Training

Direct COGS

3 Hours Preparation for Every 1 Hour Instruction

6-Hour Event = 24 Hours of Instructor Time
(18-Hour of Preparation + 6-Hour of Delivery)

Instructor Time Worth: \$100 Per Hour

$$24 \times \$100 = \$2,400$$

Pricing Corporate Training

Direct COGS

3 Hours Preparation for Every 1 Hour Instruction

6-Hour Event = 24 Hours of Instructor Time
(18-Hour of Preparation + 6-Hour of Delivery)

Instructor Time Worth: \$100 Per Hour

$$24 \times \$100 = \$2,400$$

Direct Cash Costs

Instructor Time: \$2,400, Milage: \$600,
Facility / Food: \$1,000

**Direct Cash Costs + Event Management
Multiplier (2.6X) + Profit = Total Costs**

$$\$4,000 \times 2.6 \times 1.10 (10\%) = \$11,440$$

Pricing Corporate Training

Direct COGS

3 Hours Preparation for Every 1 Hour Instruction

6-Hour Event = 24 Hours of Instructor Time
(18-Hour of Preparation + 6-Hour of Delivery)

Instructor Time Worth: \$100 Per Hour

$$24 \times \$100 = \$2,400$$

Direct Cash Costs

Instructor Time: \$2,400, Milage: \$600,
Facility / Food: \$1,000

**Direct Cash Costs + Event Management
Multiplier (2.6X) + Profit = Total Costs**

$$\$4,000 \times 2.6 \times 1.10 (10\%) = \$11,440$$

Number of Participants Expected: 12

\$953 Per Person for 6 Hour Event (\$11,440 / 12)

Per Person: Market: \$0-\$1,000 / True Competition Average: \$575

Charge: \$478 Per Person

Greatest Fear





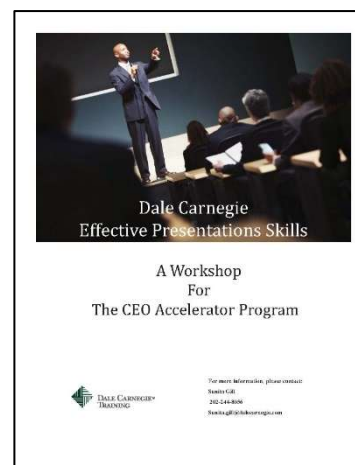
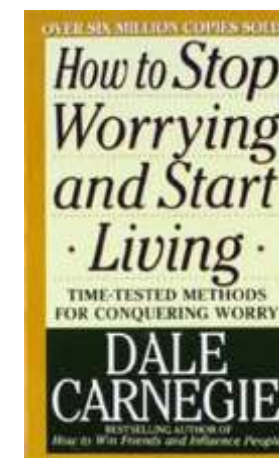
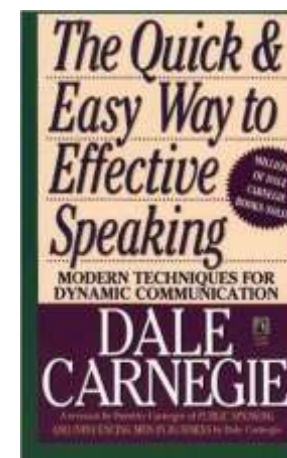
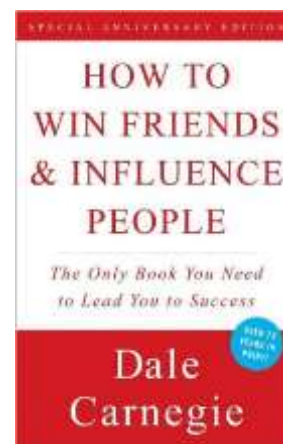
I don't have my diploma from the University of Nebraska hanging on my office wall, and I don't have my diploma from Columbia up there either-but I do have my Dale Carnegie graduation certificate proudly displayed.

— Warren Buffett —

AZ QUOTES

Conversation (High Impact)

- ✓ Clear
- ✓ Concise
- ✓ Compelling
- ✓ Consistent
- ✓ Confident



Conversation (High Impact)

Clear, Concise, Compelling, Consistent, Confident

Purpose

Point of Conversation

Person

Plan

Prepared

Practice

Perform



Dale Carnegie
Effective Presentations Skills

A Workshop
For
The CEO Accelerator Program



For more information, please contact:
Suzette Gill
202-244-8056
Suzette.Gill@dalecarnegietraining.com

Conversation (High Impact)

Clear, Concise, Compelling, Consistent, Confident

Purpose

Point of Conversation

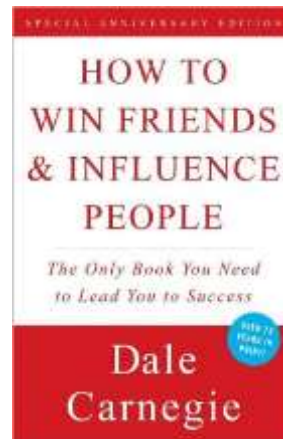
Person

Plan

Prepared

Practice

Perform



- Long-Term Win-Win-Win
- Not a Win-Lose
- Add the People Not in the “Room”

Conversation (High Impact)

Clear, Concise, Compelling, Consistent, Confident

Purpose

Point of Conversation

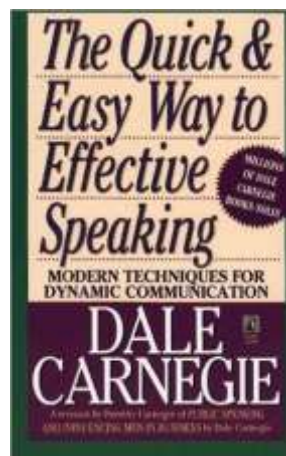
Person

Plan

Prepared

Practice

Perform



- **Begin with End**
- **Be Realistic**
- **Don't "Close" BEFORE "Open"**

Conversation (High Impact)

Clear, Concise, Compelling, Consistent, Confident

Purpose

Point of Conversation

Person

Plan

Prepared

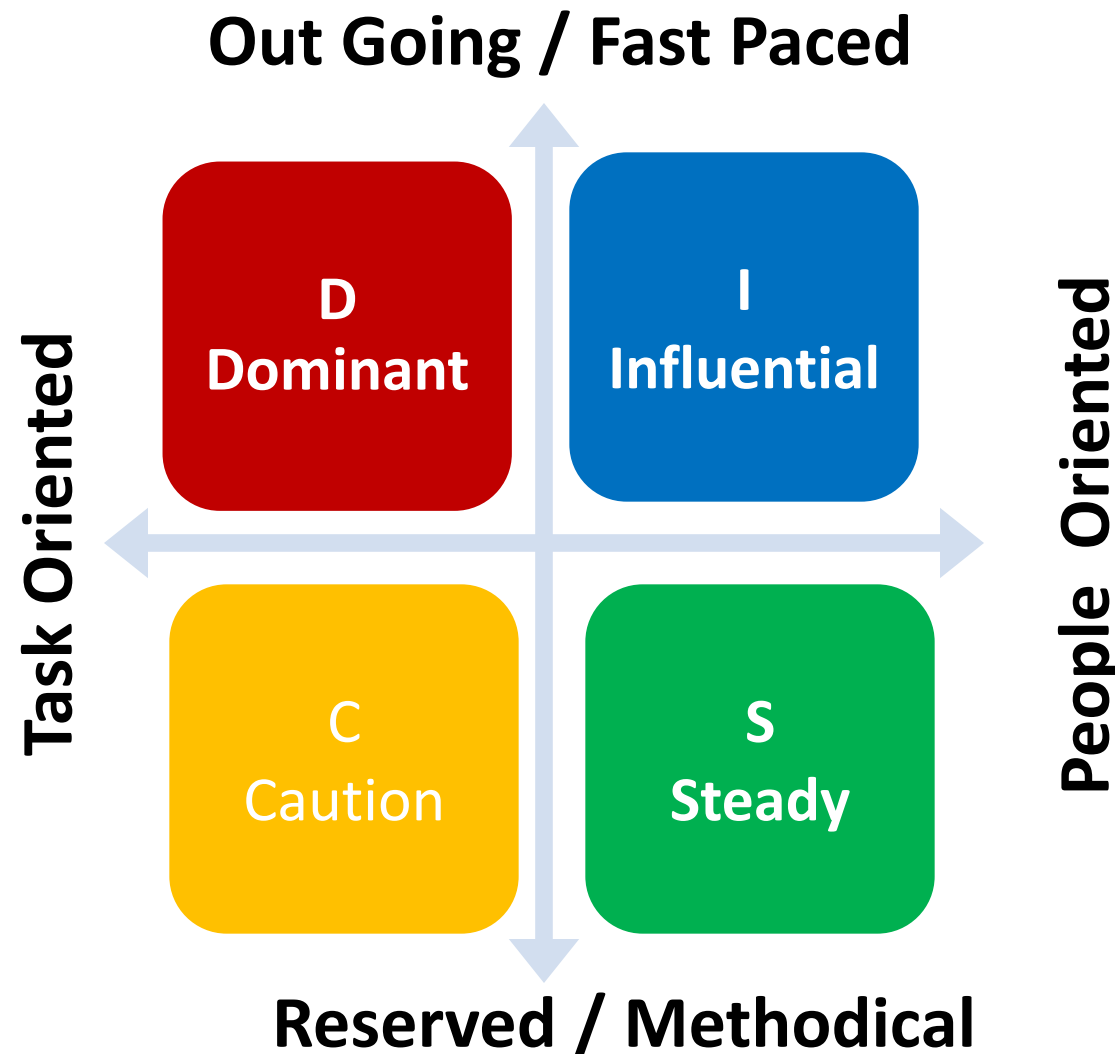
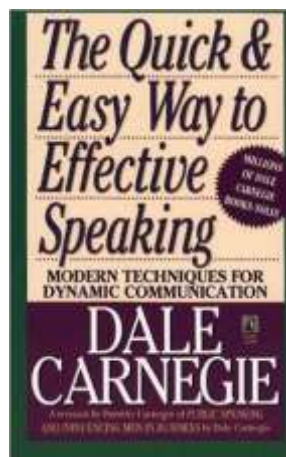
Practice

Perform

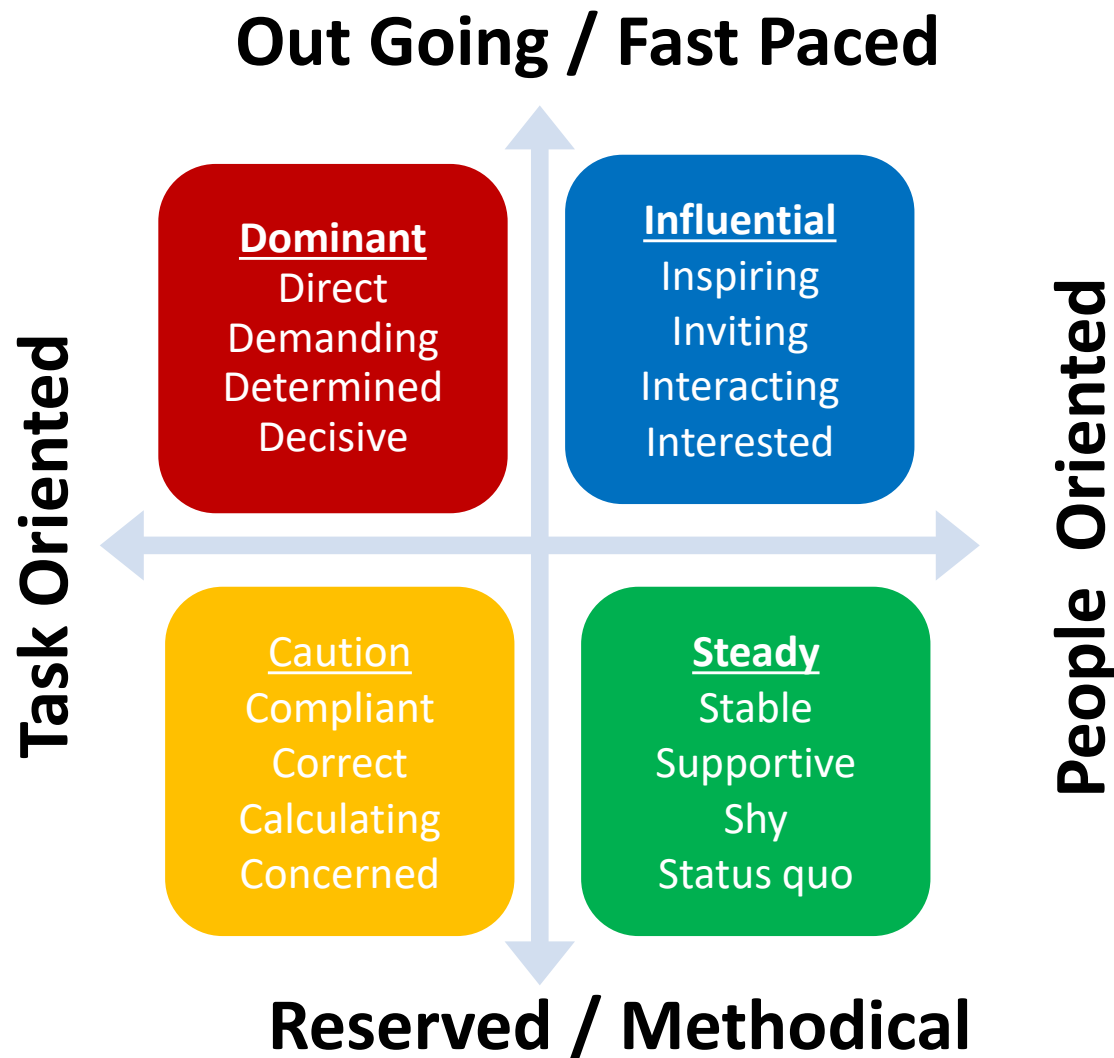


- **About Them**
- **G.O.Y.- Get Over Yourself**
- **But, Be You**

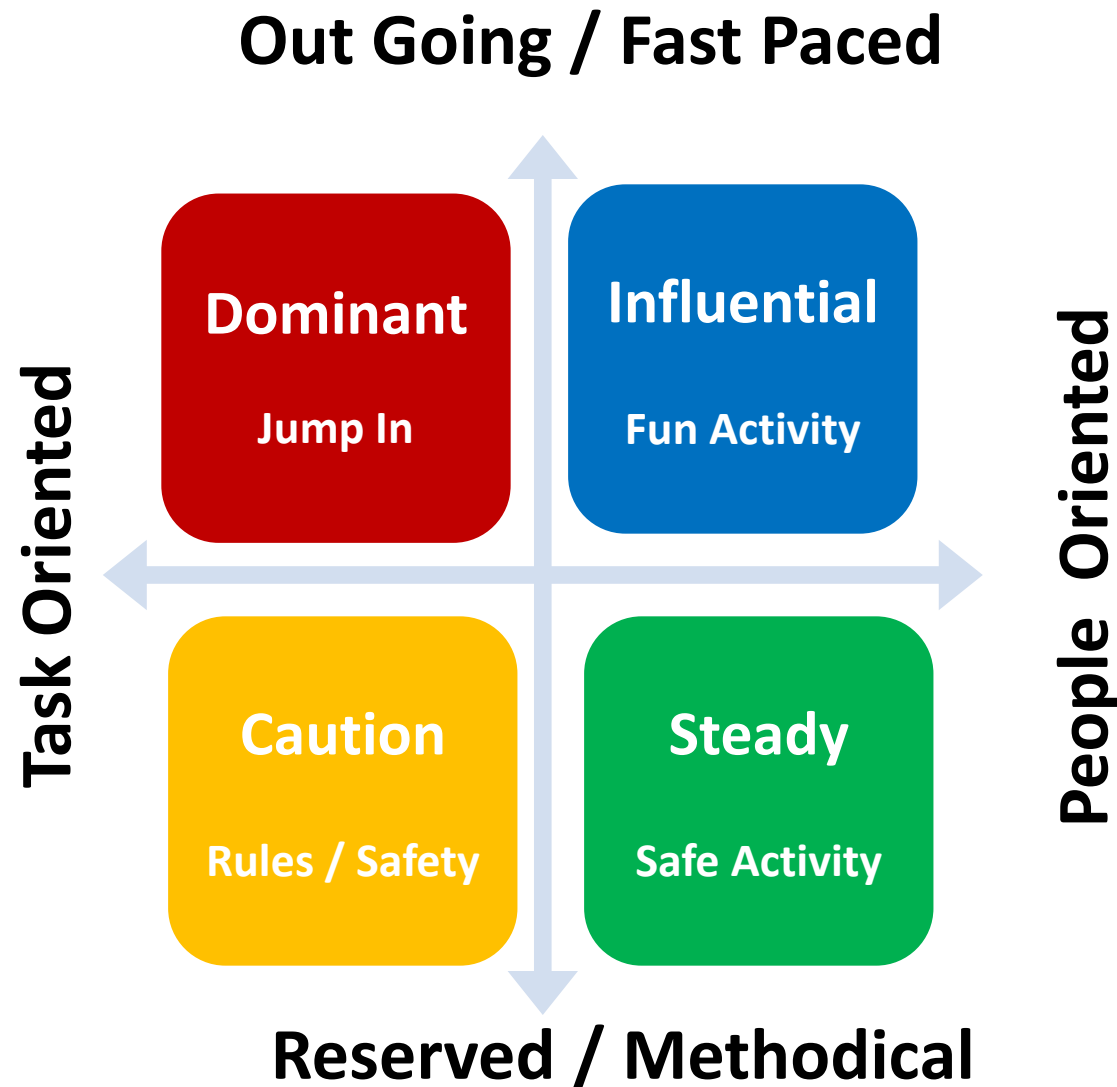
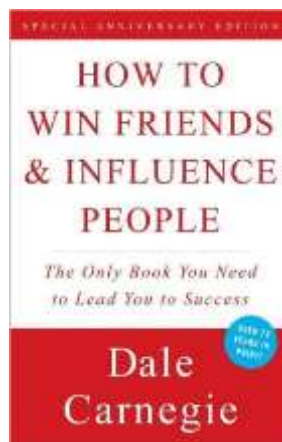
Purpose
Point of Conversation
Person
Plan
Prepared
Practice
Perform



Purpose
Point of Conversation
Person
Plan
Prepared
Practice
Perform



Purpose
Point of Conversation
Person
Plan
Prepared
Practice
Perform



Conversation (High Impact)

Clear, Concise, Compelling, Consistent, Confident

Purpose

Point of Conversation

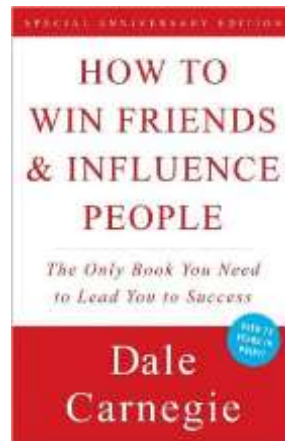
Person

Plan

Prepared

Practice

Perform



- **10-20-30 Rule** (10 Slides, 20 Minutes, 30 Font)
- **20 Minute Attention Span**
- **Use 5 Senses** (Smell Power)

Conversation (High Impact)

Clear, Concise, Compelling, Consistent, Confident

Purpose

Point of Conversation

Person

Plan

Prepared

Practice

Perform



Pull-In

Open

Grab Attention!
i.e Question

Point

Begin with

Close

Proof

- A
- B
- C

Point

Close

Say & Do

Conversation (High Impact)

Clear, Concise, Compelling, Consistent, Confident

Purpose

Point of Conversation

Person

Plan

Prepared

Practice

Perform



Pull-In

Open

Grab Attention!
i.e Question

Point

Begin with

Close

Proof

- A
- B
- C

Point

Close

Say & Do

Pull-In

Point

Proof

Point

Questions

Point

Conversation (High Impact)

Clear, Concise, Compelling, Consistent, Confident

Purpose

Point of Conversation

Person

Plan

Prepared

Practice

Perform



NN/8

Conversation (High Impact)

Clear, Concise, Compelling, Consistent, Confident

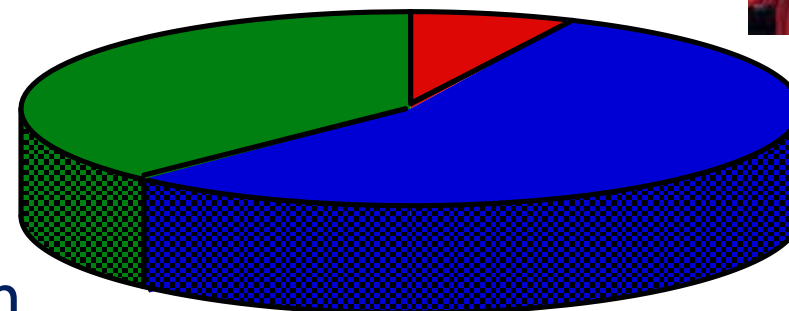
Purpose
Point of Conversation
Person

Plan
Prepared
Practice
Perform



Sound of Voice
38%

Words
7%



<https://www.youtube.com/watch?v=8S0FDjFBj8o&t=44s>

- ✓ In-Person
- ✓ Video
- ✓ Phone (Use Mirror)
- ✓ Email / Texts / Posts

Look/Act
55%

*Dr. Albert Mehrabian, UCLA Professor
10 year study of non-verbal communication*



<https://www.youtube.com/watch?v=8S0FDjFBj8o&t=44s>

Conversation (High Impact)

Clear, Concise, Compelling, Consistent, Confident

WSJ: Motivational Systems survey of 200 large company V.P.s

“Boring” 44%

“Sleepy” 40%

“Stimulating” 3%

- **YOU are the Message**
- **Overcome Fear**
- **Principle of “Entrainment”**
- **Educate, Energize, Engage & Entertain**

Purpose

Point of Conversation

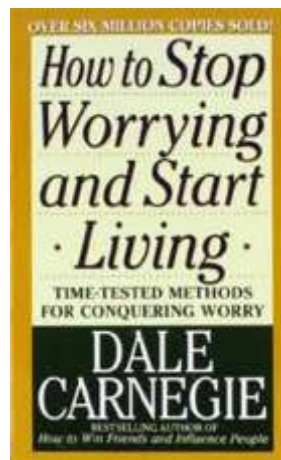
Person

Plan

Prepared

Practice

Perform



Conversation (High Impact)

Clear, Concise, Compelling, Consistent, Confident

Purpose

Point of Conversation

Person

Plan

Prepared

Practice

Perform



A Workshop
For
The CEO Accelerator Program

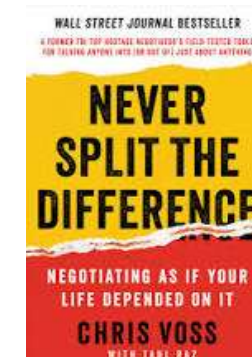


For more information, please contact:
Suzette Gill
202-244-8086
SuzetteGill@dalecarnegietraining.com

[Workbook Manual – Click to Download](#)

Ackerman Negotiation System

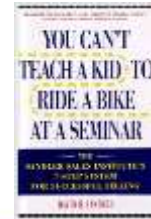
- Offer 135%, 115%, 105% (65%, 85%, 95%)
100% of realistic target in odd numbers
- Include some non-monetary compensation
in final offer to show them you're
committing all of your available resources



Building a Step-By-Step System To Win More State Contracts

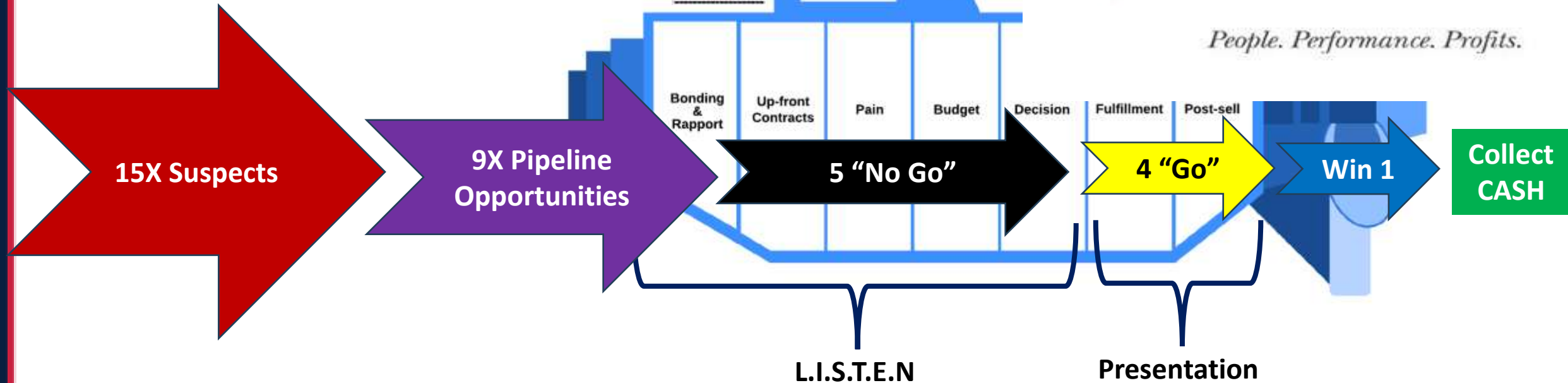


Sandler Sales Submarine



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TRAINING

People. Performance. Profits.



Virtual Board

- **AI (i.e. ChatGPT) – About Asking Best Question**
- Google: (Topic) PDF .edu
- Google Scholar with Librarian
- “Audible”
- Trade Association

“MINDSET·SKILLSET·TOOLSET”



Mastermind Group (Social Capital)

- Ask to “Clear the Path”
- 5 Degree of Separation
- 411 NEVER 911
- Accountability vs Subject Expert vs Numbers Expert
- Advisor (4-12x) vs Coach (12-26x) vs Consultant (26-52x) vs Employee (52-250x)

Use FDR's Decision-Making Strategy with AI

Franklin D. Roosevelt's (FDR) unique decision-making approach involved asking the same question separately to three different advisors, sometimes phrasing it differently, to get diverse insights. This helped him detect biases, cross-check facts, and make well-rounded decisions.

1. Ask the Same Question to Multiple AI Models (4th Grader)
2. Compare the Responses
3. Synthesize the Best Insights

Why This Approach Works for Small Businesses

- Avoids One-Sided Decisions
- Saves Time
- Reduces Bias





**Counselors
&
Subject Matter Experts**

SME

**“4 Minute Pitch” &
“Application of 8-Page Business
Plan”**



**Events
&
Entrepreneurs In Residence**

**Accelerator Participants:
Approved: 4 TOTAL Hours**

**Membership of Amplify
International, Empower
(\$300-\$500/Month)**



SBDC, SBA Emerging Leaders,
VBOC, **Appex Accelerator**, MBDA,
WBC, SCORE, **GOSBA**, TEDCO,
Commerce

**County Programs, Community
Colleges, Chambers, Banks**

Private

OPENING YOUR



D.O.O.R.S. TO SUCCESS

Dreams are reached by building on
Opportunities addressing
Obstacles utilizing
Resources to take courageous
Steps

TIME & MONEY



**Create more
time-to
generate more
money-to
buy more time**

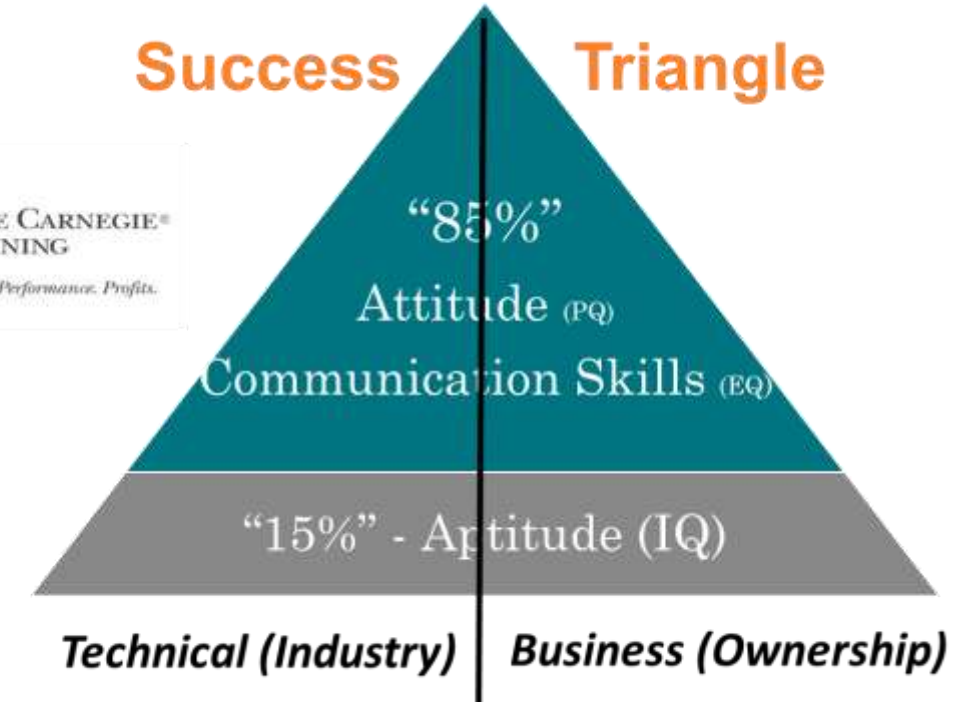
Building a Step-By-Step System To Win More State Contracts

	27 Monday	28 Tuesday
8 am		
9 ⁰⁰	COMMITMENT 1	COMMITMENT 1
10 ⁰⁰		
11 ⁰⁰		
12 pm		
1 ⁰⁰		
2 ⁰⁰		
3 ⁰⁰		COMMITMENT 2
4 ⁰⁰		
5 ⁰⁰		



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Success Triangle



Source: Carnegie Foundation & Studied by Harvard & Stanford

Building a Step-By-Step System To Win More State Contracts

T.I.P.S. Webinar Series



Think about....Write down

3 Ideas to Apply NOW!

QUESTIONS?

www.marylandsbdc.org/accelerator

