



2022 SALES TRAINING CALENDAR

WITH STAUB & ASSOCIATES IN YORK

Individual Workshops

Fridays from 8:30 - 10:45AM | *In-Person*

January 21

Building Habits,
Blocking Time,
Breaking Barriers

February 18

Covey's 7 Habits
of Highly Effective
People

March 18

Prospecting: 30
Second Commercial,
No Pressure
Prospect Call, Setting
Appointments

April 22

Breaking Through
Your Comfort Zone

May 20

Review of Sandler
Selling System: Which
Compartments are
Still Half-Filled?

June 17

Dealing with Difficult
People

July 15 (VIRTUAL)

Make 2nd Half of 2022
Count!

August 19

Goal Setting &
Time Management:
Working on Goal Time
vs. Clock Time

September 16

Communication
Effectiveness –
Creating Instant
Comfort &
Maintaining It

October 21

Tough Techniques:
Engaging Tactics
to Increase
Understanding &
Opportunity

November 18

Prospecting:
Building Playbooks &
Leveraging LinkedIn

December 9

Customer
Appreciation Day

Foundations Program

Tuesdays

8:30 - 10:30 AM

In-Person

Jan 11 – Mar 15

Apr 12 – June 21
(No Session May 10th)

Oct 11 – Dec 13

Mondays in Q1

Tuesdays in Q3

9:00 - 10:30/11:00 AM

Virtual

Jan 10 - Mar 14

July 12 - Sep 13

Sales Mastery Sessions

Tuesdays from 12:00 - 1:15PM | *Virtual*

January 11

Formula for Success – Kick 2022's BUTT

January 25

Communication Effectiveness – Creating Comfort

February 8

Wimp Junction Moment – Setting Strong Up Front Contracts

February 22

Disqualifying Quickly – 30 Second Commercial

March 8

Capture Interest Quickly – No Pressure Prospect Call

March 29

PAIN – Become a Professional Doctor of Sales

April 12

Goal Setting (Personal & Professional)

April 26

Sandler Rules and Insights – How well do you know them and are you applying them?

May 10

Decision Making Step – Asking all the questions needed to fill this compartment

May 24

Is Money a Conceptual or Technical Issue? – How to get comfortable talking about money

June 7

Fulfillment – How to differentiate yourself in your presentations

June 21

Negative Reverse Selling – Staying one step behind your prospect

July 19

Post Sell: How Solid is Your Confirmation Step?

August 2

Pre-Call Planning & Debriefing

August 16

Questioning the Sandler Way – Learn to ask the right questions at the right time

August 30

30 Second Commercial

September 6

No Pressure Prospecting Call

September 27

How's Your Current BAT-ing Average?

October 11

Power Review of the System

October 25

LinkedIn – Posting, Networking, Outreach

November 8

Head-Trash – What's in the Way of Your Success?

November 29

Up Front Contracts: Setting Expectations, Follow-Up Plans & Closing the File

December 13

Goal Setting (Personal & Professional) & Creating Vision Boards

Customer Care Program

Tuesdays
3:00 - 4:30 PM
Virtual

Apr 12 - June 21
(No Session May 10)

Sept 6 - Nov 15
(No Session Oct 4)

No Guts... No Gain

Wednesday
9:00 AM - 3:00 PM
In-Person

March 30

Management Program

Fridays
8:30 - 10:45 AM
In-Person

January 7

Maximizing Your Performance - Time Management & Delegation

February 4

Goal Setting for Your People, Teams & Company

March 4

Improving Team Performance - Providing Field Support

April 1

Staging Effective Team & Sales Meetings

May 6

Managing Organizational Change

June 3

Managing Work Relationships & Conflict

July - No Session

August 5

Facilitating Account Management - Growth Strategies

September 9

Recruiting

October 14

Hiring & Assessing

November 4

On-boarding

December 2

Year End Review