



You Can't Teach a Kid to Ride a Bike at a Seminar, 2nd Edition: Sandler Training's 7-Step System for Successful Selling

David Sandler, David Mattson

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The timeless guide to sales success has been revised to help you supercharge personal and team performance in a new economy

"People make buying decisions emotionally and justify them logically."

That shrewd insight from the first edition of this bestselling book has become a no-brainer among sales professionals. Now, the new edition of classic work that has helped millions of sales professionals take their career to new levels offers critical new insights, information, and tools for success in today's economy.

You Can't Teach a Kid to Ride a Bike at a Seminar, Second Edition retains David Sandler's classic, battle-tested advice on driving personal and organizational success by breaking the rules of conventional selling. And now Sandler Training's CEO, David Mattson, has revisited it to provide additional skills designed for today's highly competitive and more complex sales landscape. With this powerful guide, you'll learn how to:

- Take the lead in the "buyer/seller dance"
- Get the prospect to do most of the talking
- Have a process for answering questions from prospects
- Know when a prospect is shopping you . . . and what to do about it
- Move the relationship forward without becoming an unpaid consultant
- Master the seven steps of the "Sandler Submarine"
- Use LinkedIn as a prospecting and qualifying tool
- Establish an "up-front contract," or call roadmap, before your face-to-face meeting
- Use online research to turn "cold calls" into warm calls
- Sales professionals and teams that follow these principles--and others outlined in the book--will transform themselves from mediocre performers into selling superstars.

This new edition of *You Can't Teach a Kid to Ride a Bike at a Seminar* is a potent mixture of Sandler's timeless techniques and best practices from the most effective sales operation today.

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From Reader Review You Can't Teach a Kid to Ride a Bike at a Seminar, 2nd Edition: Sandler Training's 7-Step System for Successful Selling for online ebook

JuanCarlos Lopez says

Very practical and lasting principles. A must

I've read many sales books and this one is among the best. Timeless principles to apply and very useful tips on how to deal with several hard objections during sales' conversations.

Brian says

More than what I thought it would be

I only wanted to read chapter 9 because someone referenced it in a training document I was reading.

I started reading and could not put it down. I finished it in the middle of a concert!!!!

jaspal gill says

Good summary of the Sandler Sales Training.

A very good summary of the Sandler Sales Training program. An excellent refresher if you have taken the training program or can also be used to understand what Sandler training is all about.

Sean says

Absolutely has changed my approach to selling. I wish I knew about this years ago.

Shavon says

This book is Useful with a capital U. It was earth-shattering to see in print all the mistakes I was making, but it is wonderful to know how to fix the problem for me and my team. As I was reading each section, I could remember an occasion when I or one of our sales people had reported having the exact experience. I stopped and immediately sent them the passages that related to them. I also rearranged our pitch and training materials to flow the way Sandler teaches. So with all these positive comments, why didn't I give it 5 stars? Because the author did the thing I hate most about salesmen: chapter 1 was great. Then in the next 4-5

chapters, the author says I'm going to tell you the answer in a later chapter. Normally I would stop reading when the teasers start, but the person who recommended this book is someone I respect. I knew he wouldn't waste my time. So I stuck with it and it was absolutely worth it.

Jonathan says

This was really a game changer in the way that I think about sales and the Sales Process that Sandler came up with. Big difference between the "Hard Sell" (Traditional Sales) and the more intuitive selling that makes so much more sense. Really love the I & R section and differentiating between Identity and Role.

Jary Welker says

Strange title but good study on the profession of sales and selling....
