Producer Curriculum Classroom Training
Lesson Plan

Skill	Negative Reverse Selling Sales Meeting Plan
Category	Selling
Topic	Questioning Techniques
Target Audience	New Producers
Duration	60 minutes

Rationale	Sandler's defines Negative Reverse Selling as "the strategy of exhibiting a behavior, opposite-in words and actions-to what your prospect is accustomed or expected."
Objectives	The objective of the Sandler Negative Reverse Selling Sales Meeting Plan is "to understand how to understand how control the selling process by acting in a way that is opposite of what the prospect expects." For additional preparation, including a topic review and suggestions on what to include in the training class, please review the following: • SMP – Negative Reverse Selling Manager's Preparation • Sandler Negative Reverse Selling Classroom Training Presentation
Pre-work	In preparation for this session, please have participants complete the following pre-work. You can copy and paste the content below into an email and send it to your participants, or use the attached outlook template located in the left-hand navigation bar 1. View the Sandler Negative Reverse Selling eLearning Course. 2. Review additional information in the Sandler Negative Reverse Selling Learning Bundle.

Presentation Resources	• Use the following resources to facilitate your classroom training:
	
	• Negative Reverse Selling Classroom Training Presentation
	  ▪ Provides overview of topic with talking points, activities, and discussion questions
	  ○ SMP – Negative Reverse Selling Participant Worksheets
	  ▪ Provides handouts to use during the meeting

Conclusion/ Takeaways	The Sandler Negative Reverse Selling Sales Meeting Plan states: "In the conclusion of this course you can use the Negative Reverse Selling technique to help move your prospects in the right direction." *Be sure all participants:* • *Set up time to role play negative reverse selling techniques with his or her sales manager*

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Assessment	In preparation for this session, print out the following assessment: • Negative Reverse Selling Classroom Assessment At the end of the session, have participants complete the assessment and hand them in to the facilitator for review. To review the assessment, use the Negative Reverse Selling Classroom Assessment (Manager Version).
Evaluation	Provide the following evaluation to your participants to collect feedback about this session. Be sure they complete the class title, instructor and date • Evaluation