



Sample Question Guide for Interviews about *The Sandler Rules*

1. What's the origin of *The Sandler Rules*, and what's your purpose in revealing them?
2. How do people use these rules in selling?
3. What are the most important rules when it comes to prospecting?
4. When you're cold-calling, you get a lot of objections. What's the rule that helps you get past the very common objection, "your company isn't on our approved vendor list"?
5. What's the most fundamental rule of selling?
6. Why is there a rule that warns against simply telling a prospect about your products or services?
7. Perhaps the most surprising rule in the book is rule #37, "All Prospects Lie — All The Time." Why would they lie, and what can you do about it?
8. What are the rules on using telephone sales scripts and canned presentations?
9. A rule that may be very tough to hear is rule #41: There are No Bad Prospects, Only Bad Salespeople. Why is the blame so one-sided?
10. Rule #11 should make a lot of people happy. It states: Money Does Grow on Trees. Where are those trees?
11. Who would benefit from *The Sandler Rules*?

Media Contact

Nance Rosen
Publisher
Pegasus Media World
Nance@PegasusMediaWorld.com
(310) 622-5936