

RITS
2026

> LEAD

INNOVATE

OPTIMIZE

INFLUENCE LIKE A SALES PRO

INSIGHTS FROM SANDLER TRAINING

*What's
Stopping You?*



Some Common Challenges We See...

Lacking confidence – “I’m too introverted to be good at this”

Winging it

Presenting solution too early

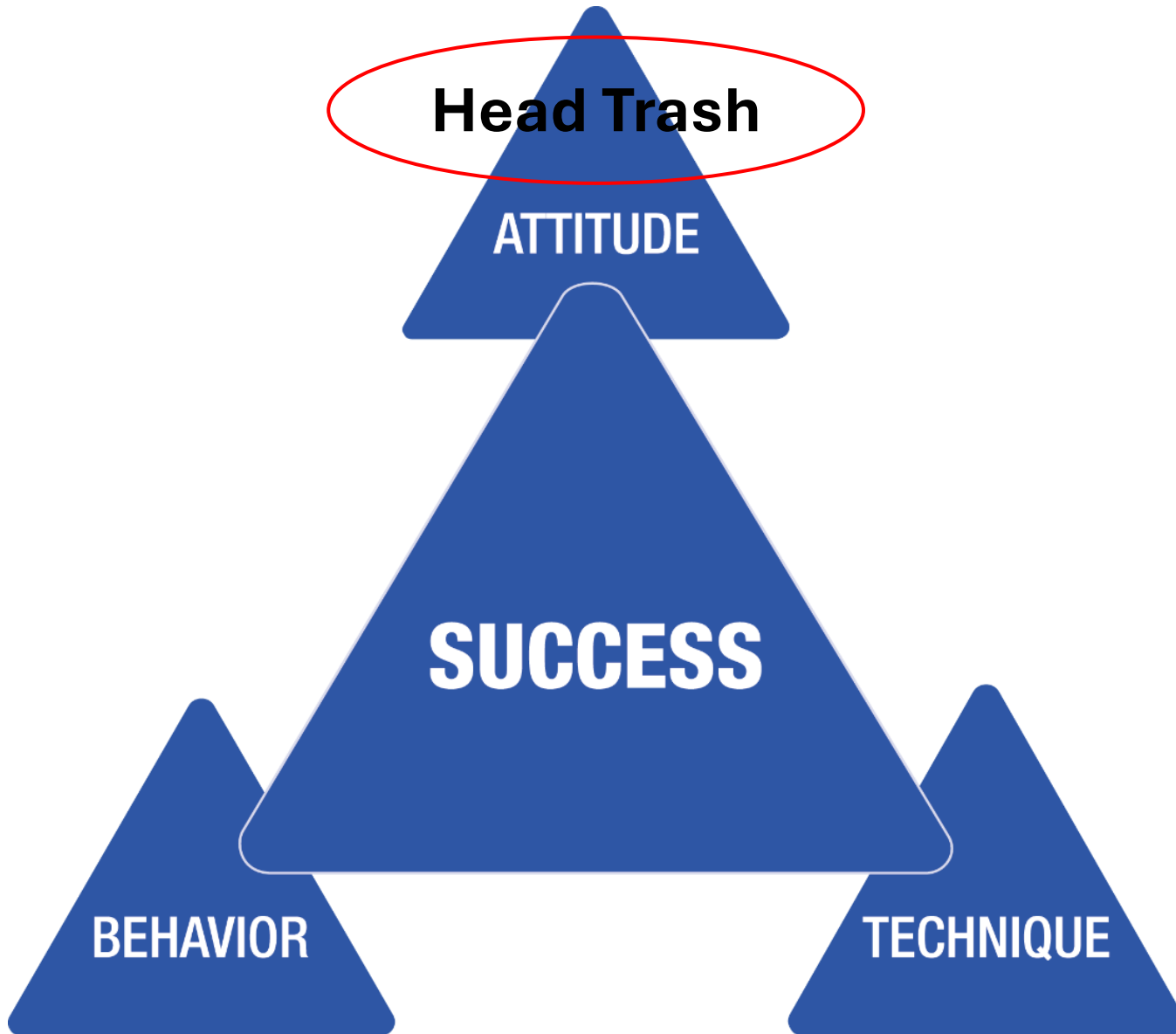
Saying “yes” too easily

Giving away too much unpaid consulting

Poor listening skills

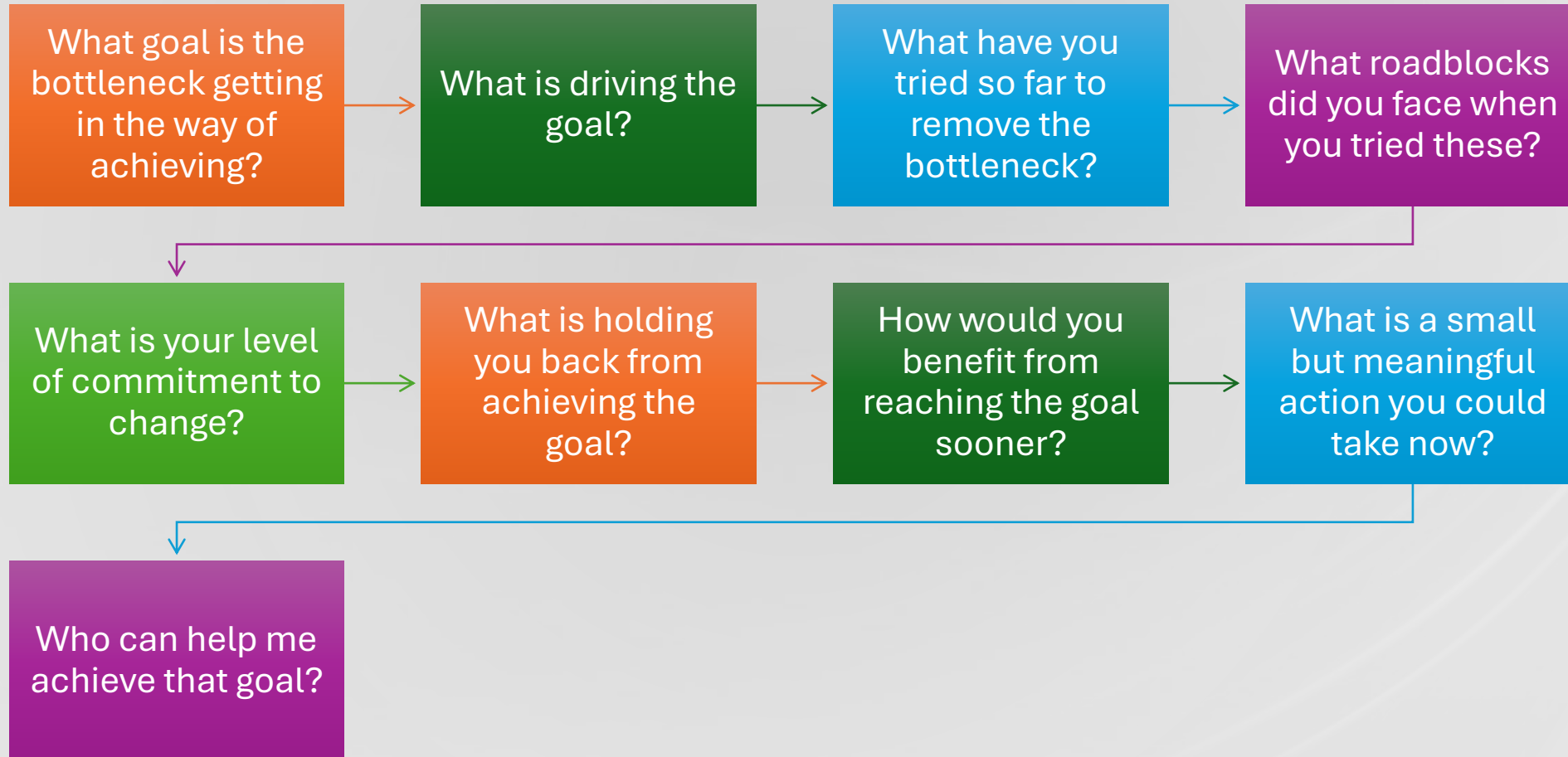
Not truly understanding the problem





What's
Your
BAT'ing
Average?

My Bottleneck (*Head Trash*) is...



How To Influence Like a Pro...

- 30/70 rule
- Set clear expectations all the way through
- Ask good questions
 - Dig deeper into the issue
 - Understand the budget
 - Identify the decision criteria
- Avoid jumping to solutions too quickly – stay behind the pendulum
- Develop the solution “with” them



Thank you! Any takeaways?

Five AI Best Practices in Selling Whitepaper

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