

Here to Help!

It's a tough time right now but we will come out of this stronger. There are a lot of concerns, changes, and challenges and we know that many of them are way more important than business and sales. We don't know how to help with all of them but if there's a chance we can help a little (and we're not sure there is) we wanted to try.

We'll be sending out an email every Monday with free resources on various topics, ideas, and offers to help. Yes, some are for helping sharpen your selling skills, but most are about keeping perspective, balance, and a productive mindset.

*This week's email is a bit long...we wanted to explain how to get the most out of these emails. **Please don't feel like you have to watch and listen to everything.** We provided all of the different options because everyone likes to consume content in its various forms. Ideally, pick the method you like, and dedicate a little bit of time each day to professional development.*

The below are all free resources, including webinars, podcasts, whitepapers, and more. Sign up [here](#) for access and our weekly email:

Quote of the Week: *Each week, we'll send you a quote that we hope inspires you and keeps you positive. If you have a great quote, that you'd like to share, please email us.*

All we have to decide is what to do with the time that is given us.” J. R. R. Tolkien

Weekly Live Virtual Training – We're making our regularly scheduled training class open to you and your teams. Feel free to drop into a virtual class to sharpen your skills. We offer classes on Tuesday and Thursday 9 am to 11 am (EST).

Click here to sign up: [Tuesday and/or Thursday Class Signup](#)

- *Tuesday's class will be on **Prospecting** with an emphasis on how to do it in today's environment.*
- *Thursday's class will be on **Key Behaviors for Living Through Change**.*

Timely Tactics Tuesday – Every Tuesday Steve will host a 45-minute session from 4:15 pm – 5:00 pm that will help you with a timely idea to use based on the current environment. **THIS IS A FREE SESSION**, please share with your network, this is open to everyone.

Click here to sign up: [Timely Tactics Tuesday](#)

Coaching Link: Please take advantage of coaching. We are here for you and recommend coaching more not less. The one on one coaching is where we can have the most impact.

We want to make sure you get any coaching you need, even if it's just to vent. Here's is the link to set up coaching with [Joel Coaching Link](#)

How to Succeed Podcast: The long-running show's 300+ episodes have been downloaded over a million times around the world. Download the podcast from your favorite spot.

Here is this week's podcast recommendation: [How to Succeed at Using Sandler in a Crisis \(17 Minutes\)](#)

My Sandler App: Take advantage of the new Sandler App (over 1,500 audio clips from the Sandler vault) free through May to help you take your training home or wherever you hold up this month.

You can search for it in the iTunes or Google Play store, or ask Alexa to "Enable My Sandler" for the voice-activated version.

[Google Play My Sandler App Download](#)

[iTunes My Sandler App Download](#)

Browse, search, and learn with the power of your voice on Amazon Alexa!

Just click [here](#) to enable the Alexa skill:

Once you download the My Sandler app follow the instructions to listen to content.

Try using it by:

1. At the bottom right, click on **Topics**
2. Click **Active Listening**
 - Listen to - *How to succeed at Active Listening (21 Minutes)*

Movie of the Week: We have several movie recommendations. All are sales movies in theme. See if you can find some of the "good" sales attitudes, behaviors or techniques. Keep in mind, most sales movies portray salespeople as ruthless and unscrupulous. Find the good, understand the bad and why it's critical you recognize the difference. If there is a movie you love and want to share with the group, please let us know.

Tommy Boy (1995) - This week's movie recommendation is fun and light-hearted, but really one of the best sales movies ever made. Watch and see if you can find parts of the *Sandler Submarine* in use. See what takeaways you can use.

Book of the Week: We will share our favorite books we've actually read here. If anyone has a favorite book they would like to share, please let us know and we can add to the list.

While not a Sandler book, you won't go wrong with - “Never Split the Difference – Negotiating as if your life depended on it” by Chris Voss

Stay calm, stay positive, stay healthy,

Steve and Joel

Joel Burstein

Chief Executive Officer

Keep it Simple Training and Development

301 Grant Street, Suite 270

Pittsburgh, PA 15219

O: 412-626-7660

www.keepitsimple.sandler.com

