

Client Spotlight



Larz Soper

Vice President, ARI Global, Inc.

The Beginning

Moving from Maine to Raleigh, North Carolina, sight unseen and pursuing a new career, is a daunting decision. However, for Larz Soper and his family, it was a new opportunity, a new challenge, and a learning opportunity.

Larz became a Vice President for ARI Global which specializes in credit insurance. He now works with firms that extend receivables, preventing financial risks generated from their clients such as bankruptcies.

The Challenges

Supporting his family was priority. With years of sales and management experience, he pursued the new challenges with ARI Global.

"I looked at what things I could control," Larz says. "I'm committed to being successful and started exploring what would help me achieve my business goals."

With some familiarity of Sandler Training, Larz discovered the book, "The Sandler Rules: 49 Timeless Selling Principles and How to Apply Them," written by Dave Mattson, Sandler CEO, and based on the selling principles of David Sandler.

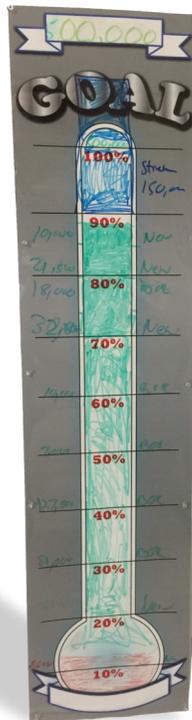
"This book was an "a-ha" moment and I knew I should get involved with Sandler Training. Sandler's approach made sense. I hate the pressure of the 'close'. Once I talked with Susan Sykes and Joe Stiles in the Sandler Raleigh office, I was committed."

The Sandler Experience

Larz admits that Sandler Training is challenging, and that he had head trash stemming from his old features and benefits style of selling. Classroom training combined with coaching from Joe & Susan, provided the reinforcement necessary for continual improvement.

"I thought bonding and rapport was the sales piece I was good at, but Sandler has changed my approach," Larz comments. "I have focused on practicing and applying the DISC techniques and mirroring my audience. Just this one aspect of Sandler, has made a huge difference."

Asking the tough questions is difficult and uncomfortable. Larz recommends, "Stop beating around the bush and ask the tough questions!" He admits practicing a lot—particularly in the car.



Success with Sandler ... and a puppy!

Sharing his personal and business goals with his family was an important part of Larz's success. His four- and seven-year old daughters became his accountability partners after the promise of a beach vacation and a puppy when Daddy meets his goals. The girls would color the next level of achievement on the big thermometer matrix.

SUCCESS! Larz met his yearly sales goal two months early!

"I personally made the financial investment to attend Sandler training," Larz says. "I have repaid myself seven times over with my sales accomplishments. I attribute my success to asking questions, applying DISC styles, and knowing it's OK to disqualify and move on."

Larz shares an enthusiastic Sandler endorsement to others wanting to succeed in sales. He notes that Sandler Training is not just about sales development, but changing your personal attitudes and behaviors.

Wonder what they named the puppy?

Get Started on Your Success Story. Call us!

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