

# PRAISE

## From People Who Really Use The Sandler Rules

*Great combo! David H. Sandler a timeless teacher and Mattson, a current day sales pro ... Don't just read this book, use this book to better your life and the sales profession we all love.*

– Anthony Parinello • Author  
*Selling to VITO* • Wall Street Journal Best-seller, *Think and Sell Like a CEO*

*If I could choose only one aspect of sales that I learned from Sandler Training that has truly changed my life and sales life it's this ... sales people have rights! I truly never believed that before and let people walk all over me because of it. Thank you for all your help and support in transforming that belief. We have had an increase of about 37% in our sales numbers this year over last and I'm positive it's due to having the Sandler Selling System in place.*

– John Schwaderer • Operations Manager  
High Country Window and Door

*Not only is our team energized and booking more orders, we can show true ROI and continue to beat our competition as a direct benefit of learning the Sandler Selling System.*

– Jay Batista • Vice President, Sales  
VCI Solutions

*The Sandler Selling System enabled us to gain a competitive sales advantage over other companies that were still using “traditional” sales techniques. The Sandler approach to cold calls, voice mail, finding pain and the psychology of “closing” were instrumental in helping us exceed our sales goals. Sandler is far and away better than any other training system I have ever encountered.*

– Jay Frazee • Director of Sales and Board of Directors  
Cherry Creek Chamber of Commerce

*Thank you Sandler! Your system has helped us improve revenue production by 25% in 6 months!*

– Roger Elizondo • Center Director  
LasikPlus Vision Center of River Oaks/Sugar Land

*This stuff works! It has given our sales team the tools they need to know where they are in the sales process and effectively control the process. This is the “lean” process for sales. It really cuts the waste out of selling time and energy!*

– Blain Tiffany • President  
Castle Metals Plate