



***The Sandler Rules, a new book from Sandler Training,  
Reveals the Sometimes Shocking Truth About Business Relationships***

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OWINGS MILLS, Md. (Feb. 27, 2009) – *The Sandler Rules: 49 Timeless Selling Principles and How to Apply Them* is a must-have book for sales representatives, sales managers, CEOs and anyone who is a touch point for prospects and customers. The book is an eye-opener for individuals who are unsure how to proceed in the current economic environment and want the perfect guidebook, with specific instructions about what works in tough times.

“Our company’s founder David H. Sandler was a student of behavior and created all the Sandler Rules to capture the hard, some say even harsh realities of what actually works in selling business solutions – and what definitively does not work. From our comprehensive library of proven selling tools, I’ve selected 49 rules to correctly align the behavior and attitudes of sales people, customer service staff and anyone else who has contact with prospects and buyers, so they can succeed in this economy,” says David Mattson, author and CEO/Partner at Sandler Training.

*The Sandler Rules* includes:

**Rule # 37: All Prospects Lie All the Time**

Perhaps “all” overstates the case, but the truth is prospects often avoid telling the truth because they’re concerned about what an overeager sales representative will do with their information. “That’s why when we shop in a retail store we often say, ‘we’re just browsing,’ when we’re approached by a sales clerk. First build up rapport, then ask the right questions and you’ll get the facts you need to qualify and engage prospects and sell your products and services. *The Sandler Rules* gives you the tactics and the exact language to do just that,” says Mattson.

**Rule #41: There are No Bad Prospects, Only Bad Salespeople**

Whatever is happening in an account is the sales representative’s responsibility. If there’s a personality clash with a prospect, it’s the sales person’s job to change and accommodate the prospect’s style. There are no bad territories either; just sales representatives who aren’t taking responsibility for finding qualified prospects. There are so many cues that most salespeople miss when prospecting and selling. That’s why *The Sandler Rules* provides lots of examples that bring to light what you must pay attention to on every call.

“By applying the psychological science of Transactional Analysis to an extensive review of successful transactions and failed ones, Mr. Sandler dissected why some sales representatives struggle to make even one sale, while others in the same company sell easily, predictably and very, very profitably,” reports Mattson.

“You don’t have to like or even feel comfortable doing the behaviors that successful salespeople do. You simply have to do them. Mr. Sandler proved that the right behavior creates the right attitude, not the other way around. *The Sandler Rules* sets out the right behaviors to carry out at every stage of the selling process,” notes Mattson.

There's even a "behavior check-up" at the end of each chapter along with a quiz, to make sure you correct bad habits and do what works instead. In this business climate, there's no forgiveness. You either do it right or you're not in business.

#### About the Author

David Mattson is the CEO and a partner at Sandler Training. Since 1986, he has been a trainer and business consultant in management, sales, interpersonal communication, corporate team building and strategic planning throughout the U.S. and Europe. His domestic and international clients include top name organizations in many different industries.

#### Where You Can Find *The Sandler Rules*

*The Sandler Rules* is available on Amazon.com and at other fine booksellers. Ask your local Sandler Training representative about special book bonuses, when you purchase the book on Amazon, March 3.

For more information about the book, visit [www.SandlerRules.com](http://www.SandlerRules.com). For more information about Sandler Training, visit [www.Sandler.com](http://www.Sandler.com).

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