



**Invest in Your Sales Force or Risk Losing Everything
Why *The Sandler Rules* Became a Bestseller**

BEVERLY HILLS, CA. (March 30, 2009) – Just when you think no one’s buying, you discover selling is the number one priority among CEOs who plan to survive this economy and thrive in the future. Strengthening sales performance appears to be the reason behind [The Sandler Rules](#) hitting the [Wall Street Journal’s bestseller list](#) on March 12 and landing at the top of [Amazon](#) sales books, the week before the book’s official release.

Most [Sandler Training](#) clients were ready for the current downturn, because they have Sandler’s non-traditional selling principles reinforced as part of their regular coaching programs. Until the release of [The Sandler Rules](#) by Sandler Training CEO David Mattson, the proprietary principles from the world’s largest training company were revealed exclusively to these private clients.

Truth is, only well-trained, highly disciplined sales professionals sell big in a down economy. They focus only on people with buying power and then trigger their buying behavior by avoiding common land mines and using a proven selling system.

For example, during the last two recessions, IBM sales were the strongest when compared to any other time frame. Even new products can be launched with great success during difficult economic times. Kraft Foods introduced Miracle Whip in 1933, when grocers should have been averse to adding something new to their shelves.

What successful companies have learned is this: when salespeople know the rules, they get results. Sandler Training founder David H. Sandler studied the most productive sales stars in virtually every industry and compared their behaviors, thoughts and feelings to those who struggled in the same companies. His findings are the foundation for [The Sandler Rules: 49 Timeless Selling Principles and How to Apply Them](#).

The rules are completely outside of traditional selling techniques. Here’s a preview. Money grows on trees. Don’t spill your candy in the lobby. Don’t paint seagulls in your client’s picture.

“Countless times I’ve run into Sandler clients, who unsolicited, recite a Sandler Rule and recount with unbridled excitement a story about how it made a significant, positive impact on their careers. My hope is that this book will have a similar, transformative effect on you and your business,” says author David Mattson.

The Sandler Rules is available on [Amazon.com](#). Visit [SandlerRules.com](#) or [Sandler.com](#).

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