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The Sandler Rules: 49 Timeless Selling Principles and How to Apply Them

By David Mattson



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All prospects lie, all the time. Never ask for the order. Get an I.O.U. for everything you do. Don't spill your candy in the lobby.

Until now, these unique rules (and 45 more) were given out only to Sandler Training clients in special seminars and private coaching. After three decades of proven success, the secrets are out in *The Sandler Rules*. And when salespeople know the rules, they get results.

Early in his sales career, David Sandler observed that some salespeople work hard and struggle for every deal, while others consistently, and almost effortlessly, uncover new opportunities and close sales. Why is it, he wondered, that two salespeople selling the same product in the same market can have such different results?

Are great salespeople born with a special gift--perhaps the right personality? Were they better educated? Did they have more experience? Were they just lucky to find themselves in the right places at the right times with the right people? No, they simply understood human relationships.

Using Eric Berne's Transactional Analysis, Sandler devised a selling system and distilled forty-nine unforgettable rules that are frank, sometimes fun, and always easy to put to use. Sandler Training CEO David Mattson, coauthor of *Five Minutes with VITO*, delivers this fresh and often funny guidebook, filled with real-world tactics for successful prospecting, qualifying, deal-making, closing, and referral generation.

In the first week of release, the Amazon ranking of *The Sandler Rules* shot to:

#1 in the Sales and Selling category
#2 in Hot New Releases--business books
#3 in business books
#23 worldwide!



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Editorial Review

Review

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, Wall Street Journal best-selling author of Think and Sell Like a CEO and Selling to VITO

The Sandler approach to cold calls, voice mail, finding pain and closing have been instrumental in helping us exceed our sales goals. Plus, we became more efficient by not getting stuck in the common trap of doing "unpaid consulting." --Jay Frazee, Director of Sales and Board of Directors Cherry Creek Chamber of Commerce

Thank you, Sandler! Your system helped us improve revenue production by 25% in 6 months! --Jay Batista, Vice President of Sales, VCI Solutions

About the Author

David Mattson is CEO of Sandler Systems, Inc., an international training and consulting organization headquartered in the United States. In 1986, Mattson met the founder of Sandler Training, David H. Sandler, and fell in love with his philosophy, methods and materials. In 1988, he went to work for Mr. Sandler and was eventually chosen to lead the company. Mattson continues to be a trainer and business consultant for management, sales, interpersonal communication, corporate team building and strategic planning worldwide.

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