

# About Dave Mattson

## CEO, Sandler Systems, Inc.

Dave Mattson is the CEO and a partner at Sandler Systems, Inc., an international training and consulting organization headquartered in the United States. Since 1986, he has been a trainer and business consultant for management, sales, interpersonal communication, corporate team building and strategic planning throughout the United States and Europe. Clients often describe his creative enthusiasm, problem solving and curriculum design as particular strengths that he uses to increase their companies' productivity and efficiency.

An early lesson for Dave in the sales process was the law of cause and effect: *If one works hard, then he will be rewarded. If one prospects, then his funnel will be full. If one has goals, then he will be farther ahead than if he had none.* The impact of cause and effect holds true in all aspects of life, especially our selling life. This approach dovetailed with the concepts and methodology that are the foundation of Sandler Training, and are succinctly expressed through the Sandler Rules, a series of selling rules created by David Sandler to guide the behaviors and interactions of salespeople in buying-selling situations. When it came to selling, the Sandler Rules seemed clear as day – “if *this* happens, then you do *that* ...”

In 1986, Dave met the founder of Sandler Training, David H. Sandler, and fell in love with his training material. In 1988, he went to work for Mr. Sandler, and was eventually chosen to lead the company.

Dave conducts training sessions and seminars around the world. He has noticed countless times that, as soon as he says to the class, “Here’s a Sandler Rule,” participants listen with undivided attention, and that the Sandler Rules are easily recalled as long as 15 years after the training.