



***The Sandler Rules Hits the Wall Street Journal Bestseller List
Number One on Amazon Sales Books***

OWINGS MILLS, Md. (March 12, 2009) – The goal of creating top sales performance in the current economy appears to be the reason behind *The Sandler Rules* hitting the Wall Street Journal’s bestseller list and landing at the number one position on Amazon’s list of sales books, the week before the book’s official release date.

CEOs, analysts and investors know that growth in sales revenue is the single greatest predictor of a company’s survival in this economy, and the key indicator of its potential for market leadership. The current downturn represents a great opportunity for those companies that know how to take advantage of market conditions, by supporting their sales forces rather than cutting back. For example, during the last two recessions, IBM sales were the strongest when compared to any other time frame.

By learning the right selling strategies and the most compelling ways to communicate, sales representatives can post better numbers, by selling more to current customers and opening new accounts. 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. You may be asking, “Where’s the rules?” You’ll find them in *The Sandler Rules: 49 Timeless Selling Principles and How to Apply Them*. 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. The rules are the result.

“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 and Sandler Training CEO David Mattson.

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.

For more information about the book, visit www.SandlerRules.com. For more information about Sandler Training, visit www.Sandler.com.

Media Contact:

Nance Rosen
Publisher
Pegasus Media World
(310) 622-5936
Nance@PegasusMediaWorld.com

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