



***The Sandler Rules* Becomes a Triple Threat
Hits 3 Bestseller Lists: BusinessWeek, Wall Street Journal and Amazon**

OWINGS MILLS, Md. (April 29, 2009) – If you think everyone is reading [*The Sandler Rules: 49 Timeless Selling Principles and How to Apply Them*](#), you might be right! On today's newsstands is another accolade, this time from BusinessWeek, where the ultimate "how to" guidebook for inside and outside sales people hits #3 on the non-fiction bestseller list. Not bad when you think about the approximately 8,800 books published within the last year.

"What I like most about [*The Sandler Rules*](#) is you can read one chapter in less than ten minutes, learn the lesson, then pick up the phone or go to your meeting and get the deal – or move the relationship in exactly the right direction," says associate publisher Zeb Wallace. "If you were going to read only one sales book in your career, this is the one."

Power Through Reinforcement

The book is a superb introduction to [Sandler Training](#)'s philosophy, because it reveals proprietary principles previously disclosed only to the company's private clients. It is also a sales bible for tens of thousands of Sandler Training clients and alumni, who know the value of the company's motto: "power through reinforcement."

One Chapter a Day

Many clients have scheduled reading one chapter each morning before starting work as a way to ingrain the right behaviors before they speak to their first prospects or customers. Visit [SandlerRules.com](#) to read a sample chapter.

"At that rate, the book takes you just past Independence Day this year, which may be a metaphor for what the book can do for sales people and their companies," 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 [SandlerRules.com](#). For more information about Sandler Training, visit [www.Sandler.com](#). *The Sandler Rules* is published by Pegasus Media World.

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