

We understand that when you're considering a strategic alliance with another organization, there's a lot on the line.

Your brand credibility will either be enhanced or eroded by the partners with whom you choose to associate. That impacts customers and prospects, which translates into dollars.

You want the assurance of knowing that the other organization's brand, values and products or services support and complement those of your organization, so that the resulting association is greater than just the sum of its parts.

Sandler is looking for complementary but non-competitive strategic partners to add value to both brands. Ideally, these partners should service businesses with a strong desire to improve their organization's...

- Leadership & Management
- Sales & Negotiation
- Customer Service
- Hiring Processes & Accountability Systems
- Business Development, Prospecting, & Networking

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Sandler: Who we are and what we do.

Sandler is the largest training organization in the world, providing award-winning training through more than 250 local training centers around the globe. Our clientele spans Fortune 500 companies, small- to mid-sized businesses, as well as independent producers.

Our methodologies address business concerns at every level of our clients' organizations—corporate leaders, C-suite management, business owners, sales teams and individuals, as well as customer service staff. We teach people how to successfully perform in their roles while increasing revenues.

A leading research and data analytics company reports “The numbers prove it—Sandler-trained salespeople close more sales, more quickly, profitably, and consistently than any other training.”



SANDLER BY THE NUMBERS

- Almost 50 years in business
- Over 250 training centers worldwide
- Offices in 33 countries and 19 languages
- Over 400 trainers around the globe
- Over 36,000 clients trained per year
- Delivers more than 475,000 training hours per year
- Rated by Training Industry as a **Top 20 Training Organization** eight (8) consecutive times 2010-2018
- Recognized by *Selling Power Magazine* as a **Top 20 Training Company**
- 12% higher quota attainment by sales team than any other training company.
- 14% higher customer renewal than any other training company



Why choose **Sandler** for your strategic partner?

- **The Sandler name and brand:** Sandler dominates audience share in our industry across all social channels, and for good reasons: Sandler’s methodologies have earned a solid reputation for success with our clients. Our clients tell us that we not only help them make more money, but through the personal development aspects of our training that emphasize communication and accountability, we transform company cultures, and change people’s lives.
- **Depth and breadth of our reach:** Over 400 Sandler trainers provide more than 475,000 hours per year of facilitator-led coaching and training through local and regional training in 29 countries and 15 languages. This training is supplemented by live streaming events to over 11,000 clients per year, plus 20,000 clients who participate in self-paced reinforcement via Sandler Online®.
- **Client Portfolio:** Sandler has trained an estimated 1 million people in the last 50 years, ranging from individuals and sales teams, SMBs and enterprise-level organizations.
- **Industry Recognition and Awards:** We are recognized within our industry for every facet of our training and business operations, from the top down.
 - Our training methodologies deliver results to an estimated 36,000 clients every year with award-winning sales, management, and customer service training across all industries.
 - Our Corporate Headquarters has been recognized seven consecutive times for best-in-class business operations supporting our training network.
 - Our professional trainers are recognized both internationally and in local markets; our average trainer has been with Sander for more than 10 years.

A leading research and data analytics company reports that “Best-In-Class companies, who used Sandler Training, had almost 50% more salespeople hitting quota than companies who did not.”

SOCIAL CHANNEL	AUDIENCE SHARE
LinkedIn	60%
Facebook	91%
Twitter	48%
YouTube	84%
Instagram	100%



A world map with a dark blue background. Numerous white dots of varying sizes are scattered across the map, representing training centers. A large, bright white dot is located in the United States, with many thin white lines radiating from it to other smaller white dots across the globe. The map is oriented with North at the top.

Sandler has an unequalled network of over 250 training centers in 27 countries across North America, South America, Europe, Asia and Australia. We provide worldwide training in over 20 languages.

- Australia
- Belgium
- Brazil
- Canada
- Chile
- China
- Colombia
- Costa Rica
- Czech Republic
- Finland
- Germany
- Greece
- Guatemala
- Hong Kong
- Indonesia
- Ireland
- Kenya
- Mexico
- Netherlands
- Poland
- Romania
- Saudi Arabia
- Singapore
- Spain
- Switzerland
- Turkey
- United Kingdom
- United States

Go to sandler.com/training-centers to find specific training center locations.

What We Need in a Partner

To maximize benefits for our network and our partners, we are looking for the following:

- Complementary but non-competitive businesses, ideally with an interest in the services that Sandler provides for your membership or network.
- Co-hosted online events, ideal partners fit the following requirements, so that we can best leverage the power of our network:
 - Strong content for the business marketplace, strong public speaking and presentation skills, and willingness to promote our event to your audience.
 - An interest in lead generation opportunities, and the goal to drive registrants and participants to webinars presented by Sandler.
 - A large list or audience, and the desire for added value and lead-converting activities. They will have 10-15 minutes to speak as the Host of the event.
 - Ideally, 90-days' notice on events that require promotion through our network.
 - Integration with our marketing automation system, InfusionSoft, in order to attribute franchisee traffic and referrals
 - Promotional assets: provide marketing copy, logo, bios, profile pictures, and PowerPoints, as well as the video recording and attendance reports for post-promotion (if you are hosting).
 - A single, high-value call-to-action offer for your prospects.

Webinars or live streaming events can be hosted on Sandler's platforms or utilize our partners' technology.



Example Strategic Partnerships

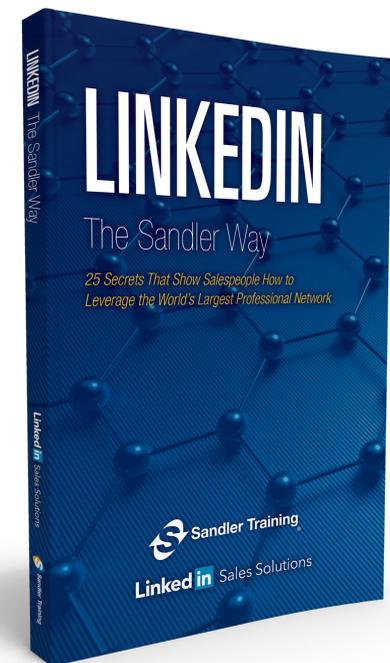
We've partnered with several complementary companies on various initiatives such as joint book publications, jointly hosted and promoted webinar events, and keynote speakers for conferences. Sandler has a global audience, client base, and alumni network that is passionate about business and personal success, and who mobilize to support promotional activities that align with our business.

- Sandler partnered with LinkedIn on a book addressing social selling topics, which generated more than 20,000 downloads.
- Sandler CEO & President, Dave Mattson, is a regular Guest Blogger on the LinkedIn Blog, where his posts out-perform all other contributors for traffic and shares.
- Dave has been a Guest Presenter for several webinars with **Inside Sales** and **Breakthrough Email**. Sandler mobilized the full force of our network's local distribution penetration, and broke all records for registration and attendance, out-performing other hosts by over 100%. We also broke GoToWebinar records for registration/attendance, with a 65% show rate.
- Dave has been a Guest Presenter several times for the Inside Sales Virtual Summit on Digital Marketing, for which Sandler outperformed our host's registration and attendance 2:1.

Go to sandler.com/resources/webinars-events to view recordings of archived events or to register for an upcoming event.

LinkedIn

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Sample **Sandler** Client Listing

Ameriprise	LinkedIn
AT&T	MassMutual
Bank of America	M&T Bank
CEMEX	Merrill Lynch
Cetera	Microsoft
Goodyear	Nationwide Insurance
GSA	Oracle
Halliburton	SalesForce.com
Hewlett Packard	Sprint
Indeed	US Bank
Korn/Ferry-Hay Group	

Industries We Serve

Accounting	Engineering
Business to Business	Insurance
Consulting	Information Technology: Hardware, Software, and Cloud Services
Construction	Manufacturing
Financial Services and Banking	Professional Services



“We made almost a \$750 million turnaround, and I’m absolutely convinced, without a shadow of doubt, that would not have happened without the improved sales skills the sales team learned from Sandler.”

— Karl Watson, President of Cemex, Inc. in the US

Go to sandler.com/our-approach/testimonials for more client stories.



Sandler In the Media

Sandler's corporate headquarters leadership as well as our local trainers have been featured thousands of times in the media. Following are a few highlights:

- **Inc.com** featured an article on leadership blindspots from Dave Mattson's book, *The Road to Excellence*, [10 Ways to Recognize Your Leadership Blind Spots Before They Jeopardize Your Business](#)
- **SkipPrichard.com** published [6 Leadership Strategies to Build a Bulletproof Business](#) an article based on Dave Mattson's book, *The Road to Excellence*.
- **Inc.com** featured the [Sandler Annual Sales & Leadership Summit](#) as one of the [2018 Sales and Marketing Conferences to Add to Your Calendar](#)
- **CEOWorld** featured an article authored by Dave Mattson, [The One Simple Step that Sets Your Sales Team up for Success](#)
- **SarderTV.com** featured a recorded interview with Dave Mattson asking [Are Salespeople Born or Can They be Trained?](#)
- **Forbes.com** featured [9 Lessons for Entrepreneurs from a Sales Expert](#), an article based upon [Bootstrap Selling The Sandler Way](#), a book authored by Sandler trainer Bill Morrison.
- **The New Yorker** featured [Only Connect](#), an article analyzing a Telephone Prospecting Boot Camp facilitated by Sandler trainer, David Fischer.
- **Selling Power Magazine** featured a cover interview with Dave Mattson, [The Science of Exceptional Selling](#)
- **Top Sales World** listed [Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts](#), by Dave Mattson and Brian Sullivan as one of their [Top 50 Sales & Marketing Books of 2016](#)



Go to sandler.com/about/news to see more media coverage.



Sandler Awards & Recognition

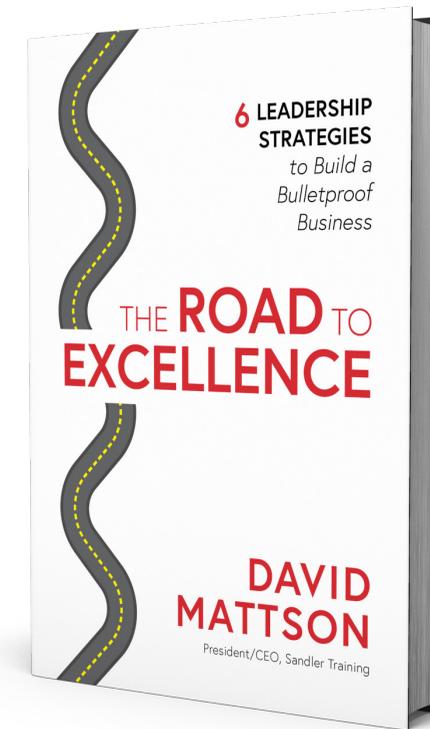
- *Corporate Vision Magazine*: Recognized as the **Most Outstanding for Coaching Services** in 2018 and **Best for Sales Management Training Solutions** in 2017
- *TrainingIndustry.com*: Recognized as one of the **Top 20 Sales Training Companies** in the US for eight consecutive years, including 2018.
- *Franchise Business Review*: Named a **Top 50 Franchise** in 2018 and awarded the 2018 Franchisee Satisfaction Award.
- *Franchise Gator*: Named a **Top 100 Franchise** in 2018.
- *Selling Power Magazine*: Named Sandler one of the **Top 20 Sales Training Companies** in 2016.
- *Entrepreneur Magazine*: Recognized as the **#1 Sales Training Company** 14 times by Entrepreneur Magazine's "Franchise 500" in the US.
- *The Wall Street Journal*: Included Sandler on its list of the **Top 25 High-Performing Franchises**.
- *Dun and Bradstreet*: Ranked Sandler as the **#1 Management Training Franchise**.
- *Small Business Trends*: **Customer Service The Sandler Way** was named one of the **Best Sales Books for Small Business Owners** in 2015.
- *Human Resources Magazine*: Human Resources Magazine Vendor Awards in Hong Kong awarded **Sandler Training Gold in the Sales Training Category and Silver in the Management Training Category**.



Sandler Publications

Sandler regularly publishes new books on various business topics, several of which have become best-sellers on Amazon and the *Wall Street Journal*.

- ***The Road to Excellence, 6 Leadership Strategies to Build a Bulletproof Business*** by Dave Mattson
- ***Sandler Enterprise Selling: Winning, Growing, and Retaining Major Accounts***, by Dave Mattson and Brian Sullivan, published by McGraw-Hill
- ***You Can't Teach a Kid To Ride a Bike at a Seminar, (2nd Edition)***, published by McGraw-Hill
- ***LinkedIn The Sandler Way, 25 Secrets that Show Salespeople How to Leverage the World's Largest Professional Network*** (written and published in partnership with LinkedIn)
- ***Sandler Success Principles: 11 Insights that will change the way you Think and Sell***, by Dave Mattson and Bruce Seidman, Amazon Bestseller
- ***Selling in Manufacturing and Logistics***, by Sandler trainers Mike Jones and Ken Guest
- ***Why People Buy***, by Sandler trainer Greg Nanigian
- ***Winning from Failing***, by Sandler trainer Josh Seibert
- ***Asking Questions the Sandler Way***, by Sandler trainer Antonio Garrido
- ***Patient Care The Sandler Way***, by Sandler trainer Donna Bak
- ***Call Center Success The Sandler Way***, by Sandler trainer Tom Niesen
- ***Motivational Management The Sandler Way***, by Sandler trainer Mike Crandall
- ***Change The Sandler Way***, by Sandler trainer Hamish Knox



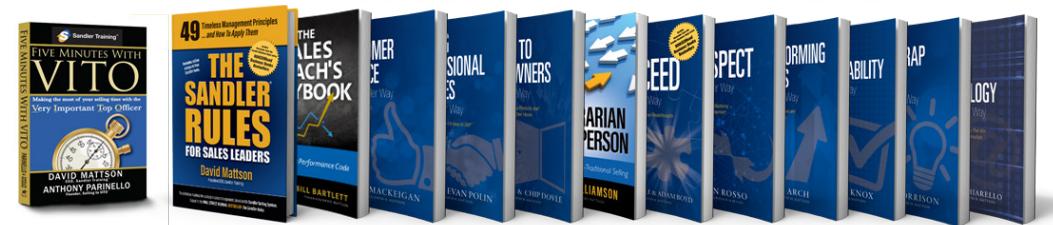
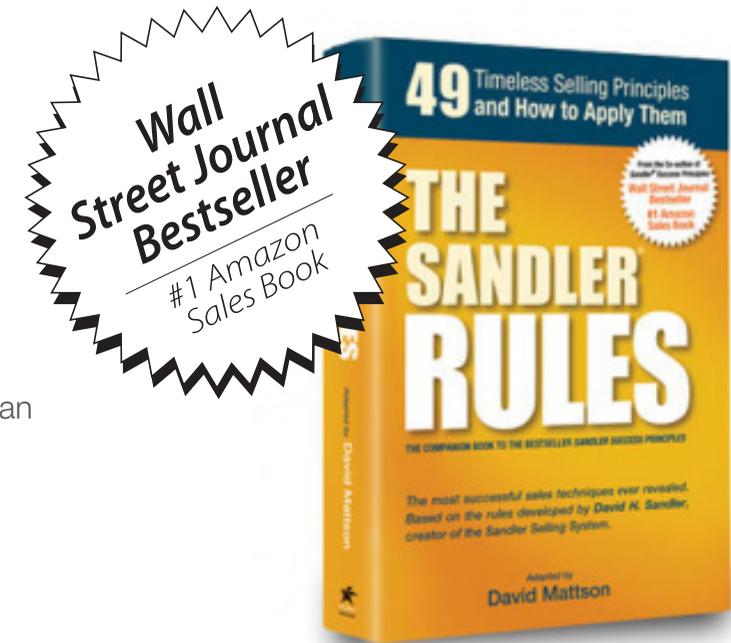
Go to shop.sandler.com/category/books



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Sandler Publications

- ***Sandler Rules: 49 Timeless Selling Principles and How to Apply Them***, by Dave Mattson, Amazon and *Wall Street Journal* Bestseller
- ***The Sandler Rules for Sales Leaders***, by Dave Mattson
- ***Five Minutes With VITO***, by Dave Mattson and Anthony Parinello
- ***The Sales Coach's Playbook: Breaking the Performance Code***, by Sandler trainer Bill Bartlett
- ***The Contrarian Salesperson***, by Sandler trainer Jody Williamson
- ***Customer Service The Sandler Way***, by Sandler Customer Care Program Specialist, Anne MacKeigan
- ***Selling Professional Services The Sandler Way***, by Sandler trainers Chuck and Evan Polin
- ***Selling to Homeowners The Sandler Way***, by Sandler trainers Kim Booker and Chip Doyle
- ***Succeed The Sandler Way***, by Sandler trainers Karl Scheible and Adam Boyd
- ***Prospect The Sandler Way***, by Sandler trainer John Rosso
- ***Transforming Leaders The Sandler Way***, by Sandler trainer Dave Arch
- ***Accountability The Sandler Way***, by Sandler trainer Hamish Knox
- ***Bootstrap Selling The Sandler Way***, by Sandler trainer Bill Morrison
- ***Selling Technology The Sandler Way***, by Sandler trainer Rich Chiarello



Go to shop.sandler.com/category/books



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Sandler Sales & Leadership Summit

Every year, over one thousand of the world's top sales, leadership, and management professionals gather at a resort location for the Sandler Client Summit, where we network, share ideas, celebrate each other's successes and participate in sessions led by top Sandler training professionals on trending topics in our field.

- Over 1,000 select clients spend two days collaborating and networking with other successful, highly-motivated business professionals across all industries and countries.
- Our goal when planning this event every year is for attendees to leave with game-changing key takeaways they can immediately put into action.

Hear what our clients shared about this year's event.

Go to sandler.com/resources/sandler-summit to learn more, or to register for next year's Sandler Summit.



Sandler's Mission Statement

Success guides Sandler in everything we do, from developing effective training programs for Fortune 500 companies, to helping individual sales professionals advance their own careers.

Success is our mission, our promise and our brand, whether it's measured in increased revenue, billings growth, expansion or advancement.

Success is what we create when we turn declining market share, customer attrition, high turnover and the lack of a common sales process into increased revenue, higher profits, expansion and advancement.

Success can be documented by thousands of people who've directly benefited from Sandler's training, not just on sales calls and in boardrooms, but also at home with family and friends. They can attest that if our system is fully implemented, success is the natural outcome.

Success is a prize that doesn't have to fade. Sandler is the only training methodology that utilizes ongoing reinforcement to produce lasting, significant improvement.

Success is why we get up in the morning. It's what led David Sandler to start this firm 50 years ago. It's what propelled us to become the largest sales, corporate and management training company in the world today.

When we look to the future, we have only the highest hopes for our company, and for yours.

After all, nothing succeeds like success.

Sandler—How to Succeed.



**We're not a fit for everyone—
are we a fit for your organization?**

Let's have a conversation.

**Contact us via email at StrategicPartners@sandler.com, or
visit sandler.com to learn more about us.**



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