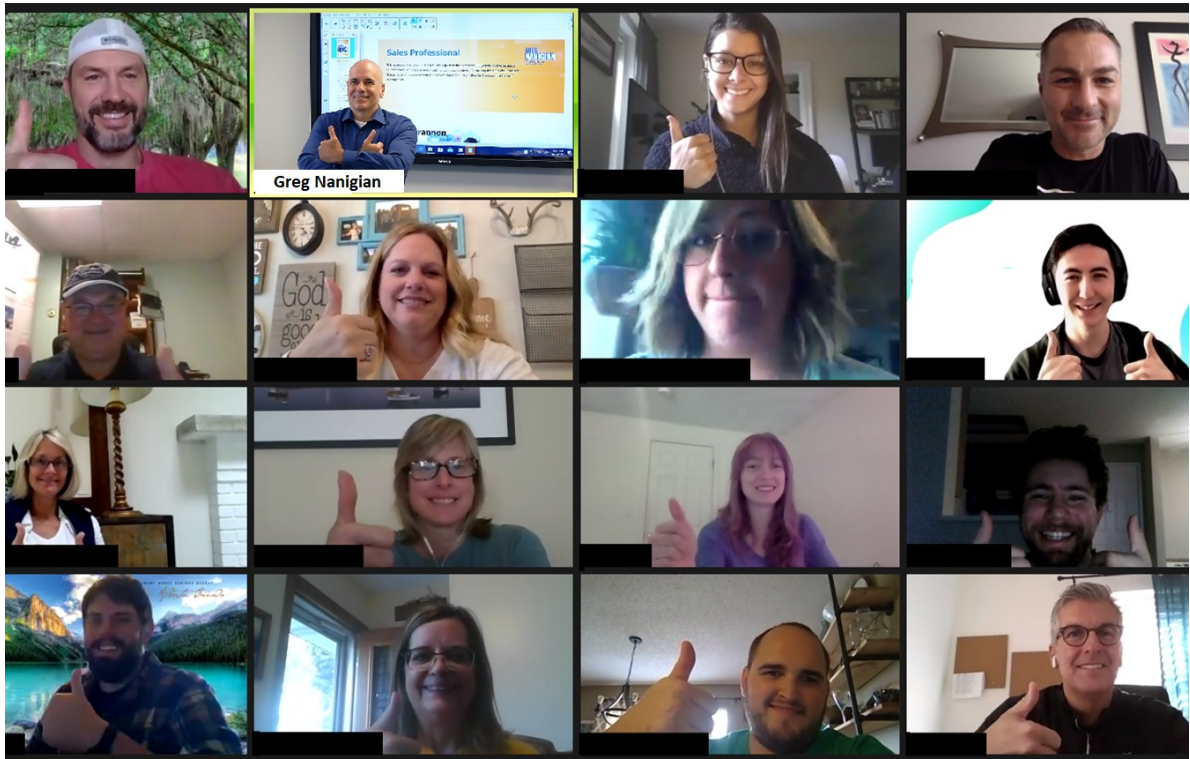


**Sales Development/Sales Mastery
Essentials/Foundations
Next Level Leadership Program
Accelerated Management Program
Sales Leadership Growth Series
Strategic Customer Care**

Training Curriculum

Revised March 25th, 2024



10 Post Office Square • Suite 800 • Boston, MA 02109
400 Washington Street • Suite 302 • Braintree, MA 02184
165 Highland Ave. • Needham, MA 02494
400 TradeCenter Drive, Suite 5900, Woburn, MA 01801
Telephone (617) 338-0993 • Fax (781) 848-1599

E-mail: how2sellwithGNA@sandler.com

General Information Web Site: <https://www.gnatraining.sandler.com/>

Profiles

[Some of our Trainers' Profiles](#)

Page 4.

Live Streamed Workshops

[Live Streamed Sales Development Series/Sales Mastery](#)

Pages 5-8.

[Live Streamed Sandler Essentials/Foundations Workshops](#)

Pages 9-14.

[Live Streamed Next Level Leadership Program Workshops](#)

Pages 15-18.

[Sandler Accelerated Management Program/Accelerated Next Level Leadership](#)

Pages 19.

[Live Streamed Sales Leadership Growth Series](#)

Pages 20-21.

[Live Streamed Executive Enterprise Selling and Account Planning Series Workshops](#)

Page 22.

More Sandler

[Learning Management System Foundations Series](#)

Page 23.

[Training Courses](#)

Page 24.

[Sandler Books](#)

Page 25.

Information

[Directions and Parking](#)

Pages 26-27.

[Curriculum Index](#)

Page 2

[Some of Our Clients](#)

Page 28.

- Boston
- Braintree
- Needham
- Woburn
- World-Wide

Take Charge of Your Destiny



In sales, nothing is etched in stone. Who and what we become can often be traced back to a single moment of decision. Now is such a moment in your career.

- ✓ Will you achieve far more than you previously thought possible?
- ✓ Will you soar above the crowd?
- ✓ Will you empower yourself to achieve your goals with confidence and dignity?
- ✓ Are you ready to assume the leadership of the selling process?

Greg Nanigian & Associates, Inc. welcomes you to the **Sales Mastery-President's Club**---your first step in sales mastery. Through our unique and comprehensive approach to sales training, you will master the most powerful sales methodology ever developed--the Sandler Selling System®. Tested and refined through decades of front-line sales experience, Sandler training remains as radically innovative today as when it was first conceived. The Sandler Selling System® methodology will forever change the way you approach every aspect of selling, but to do so, it will require real, permanent change on your part.



Sandler Training



In 1966, David Sandler, founder of Sandler Training, pioneered an extraordinary sales training program for individual sales professionals, small and mid-sized companies, and Fortune 500 corporations. In 1983, Sandler Training expanded its impact in the marketplace by franchising its proprietary training programs. Today, the company in Owings Mills, Maryland, supports the activities of a sales training organization of more than 190 certified trainers and consultants in the United States and Canada.

What makes the Sandler Training different from other sales training companies?

Fundamentally, we provide our clients with much more than motivational "quick fix" sales seminars. The Sandler team agrees with the psychological studies that prove memory fades very quickly. During even the most inspiring seminars, and immediately following, participants "feel good" and plan to put into action the ideas they just heard. But 48 hours later, most people can only remember a few one-liners and power phrases. As a result, no permanent change takes place in their behavior or their performance.

There's a world of difference between this so-called "quick fix" training and the ongoing reinforcement training provided by Sandler Training. Reinforcement takes time, certainly more than one or two days! And it requires committed trainers and clients, working together to achieve all new levels of confidence and success.

Sandler Training has been awarded the #1 ranking for training programs in "Franchise 500" nine times since 1994. David Sandler's ideas continue to challenge and inspire even the most seasoned sales executives. And Sandler Training is dedicated to keeping our clients ahead of the curve with innovative new training programs and concepts.

10 Post Office Square • Suite 800 • Boston, MA 02109
400 Washington Street • Suite 302 • Braintree, MA 02184
165 Highland Ave. • Needham, MA 02494
400 TradeCenter Drive, Suite 5900, Woburn, MA 01801
Telephone (617) 338-0993 • Fax (781) 848-1599

E-mail: how2sellwithGNA@sandler.com

General Information Web Site: <https://www.gnatraining.sandler.com/>

Greg Nanigian & Associates, Inc. is an Authorized Licensee of Sandler Training

Some of our Trainers' Profiles



Greg Nanigian

Greg Nanigian is a Sales and Sales Management Trainer, Writer and former NASCAR Super Late Model Driver.

Greg Nanigian founded Greg Nanigian and Associates in 1987. GNA's team of trainers conduct Sales and Sales Management Training at client locations locally and overseas as well as at its four training locations in Massachusetts. GNA is an affiliate of Sandler Training which is recognized by INC Magazine as the leading Sales and Management Training organization in the U.S.

Greg Nanigian and Associates has trained Teradyne, Emerson Electric, Grace and Roche Pharmaceuticals. It has led many programs for professional associations including the American Institute of Certified Public Accountants and the International Health and Raquetsports Association. This not to mention thousands of small and mid-size companies including Sentient Jet, Cleary Insurance Agency, Senate Construction, Barber Foods, E&R Uniform Rental, FI Boston, Globe Composite Solutions, New England Reprographics, Swing Labels and Wire Structures Company.

With his dynamic background, salespeople sit on the edge of their seats as they wait to discover what traditional approaches to selling Greg will discard next. He is a highly sought after trainer and is regularly featured as keynote speaker for many businesses and professional associations. People are truly impressed with his 'real world training', perceptiveness and ability to offer a solution, that usually works, to any selling issue. Clients routinely say that becoming a client of Greg Nanigian's was indeed the turning point in their career and for their company!

Contact him at (617) 338-0993 or gnanigian@sandler.com.



Jeff Morgenthaler

Jeff Morgenthaler is a Business Development Representative & Sandler Trainer.

Jeff has over 25 years of experience selling sales systems. He has trained individual salespeople, sales teams and enterprise sales teams worldwide. Companies that Jeff has implemented selling systems and sales training include Automatic Data Processing, AT&T Enterprise Accounts, Dell/EMC, Kronos Inc., Language Scientific, Livingston International and Iron Mountain.

Jeff recently designed and launched a new workshop entitled "No More Cold Calls". The workshop's objective is to train sales teams on how to have a Pain Story conversation to land new meetings.

Contact him at (617) 338-0993 or jmorgenthaler@sandler.com.



Mike Trepanier

Mike Trepanier is a Business Development Representative

In 2023, I embarked on an exciting new chapter in my career by joining Greg Nanigian & Associates, a prestigious Sandler Training affiliate. My journey to Sandler was inspired by a family member whose remarkable experiences and success stories with the organization deeply resonated with me. This ignited my desire to explore the world-class sales methodologies that Sandler is renowned for.

My transition from the dynamic staffing industry, where I specialized in the Offshore Wind sector, to a role in business development was driven by my passion for continuous learning and growth. At Greg Nanigian & Associates, I am not only mastering the most advanced sales techniques available in the market but also taking immense pride in empowering others with this knowledge.

Through the Sandler training system, I have developed a nuanced understanding of sales processes and client engagement strategies. My goal is to leverage these insights to foster meaningful relationships and drive sustainable business growth. I am particularly excited about utilizing my background in the Offshore Wind industry to bring a unique perspective to my new role.

I am eager to collaborate with professionals who are passionate about elevating their sales skills and achieving new heights in their careers. Let's connect and explore how the Sandler methodology can transform your sales journey and lead you to unprecedented success.

Contact him at (617) 338-0993 or mtrepanier@sandler.com.

10 Post Office Square • Suite 800 • Boston, MA 02109
400 Washington Street • Suite 302 • Braintree, MA 02184
165 Highland Ave. • Needham, MA 02494
400 TradeCenter Drive, Suite 5900, Woburn, MA 01801
Telephone (617) 338-0993 • Fax (781) 848-1599
E-mail: how2sellwithGNA@sandler.com
General Information Web Site: <https://www.gnatraining.sandler.com/>

Live Streamed Sales Development Series
Workshops are held on Tuesdays & Thursdays

July 2023	7/4/23 from 8:30 a.m. to 10:00 a.m. ET Happy July 4th	7/6/23 from 11:30 a.m. to 1:00 p.m. ET Stump the Trainer
	7/11/23 from 8:30 a.m. to 10:00 a.m. ET Negotiating Skills SCC	7/13/23 from 11:30 a.m. to 1:00 p.m. ET Negotiating Skills SCC
	7/18/23 from 8:30 a.m. to 10:00 a.m. ET SVIC - into Budget	7/20/23 from 11:30 a.m. to 1:00 p.m. ET SVIC - into Budget
	7/25/23 from 8:30 a.m. to 10:00 a.m. ET Deal Winning: Political Mapping and Execution SCC	7/27/23 from 11:30 a.m. to 1:00 p.m. ET Deal Winning: Political Mapping and Execution SCC
August 2023	8/1/23 from 8:30 a.m. to 10:00 a.m. ET Gamification SCC	8/3/23 from 11:30 a.m. to 1:00 p.m. ET Gamification SCC
	8/8/23 from 8:30 a.m. to 10:00 a.m. ET Predicting Pain	8/10/23 from 11:30 a.m. to 1:00 p.m. ET Predicting Pain
	8/15/23 from 8:30 a.m. to 10:00 a.m. ET How are decisions made	8/17/23 from 11:30 a.m. to 1:00 p.m. ET How are decisions made
	8/22/23 from 8:30 a.m. to 10:00 a.m. ET How to stay out of Games and Power Plays SCC	8/24/23 from 11:30 a.m. to 1:00 p.m. ET How to stay out of Games and Power Plays SCC
	8/29/23 from 8:30 a.m. to 10:00 a.m. ET Geometry of Success	8/31/23 from 11:30 a.m. to 1:00 p.m. ET Geometry of Success
September 2023	9/5/23 from 8:30 a.m. to 10:00 a.m. ET KARE Model SCC	9/7/23 from 11:30 a.m. to 1:00 p.m. ET KARE Model SCC
	9/12/23 from 8:30 a.m. to 10:00 a.m. ET Powerful Sales Questions to use SCC	9/14/23 from 11:30 a.m. to 1:00 p.m. ET Powerful Sales Questions to use SCC
	9/19/23 from 8:30 a.m. to 10:00 a.m. ET How to create a prospecting plan	9/21/23 from 11:30 a.m. to 1:00 p.m. ET How to create a prospecting plan
	9/26/23 from 8:30 a.m. to 10:00 a.m. ET Best and Worst Practices SCC	9/28/23 from 11:30 a.m. to 1:00 p.m. ET Best and Worst Practices SCC

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Live Streamed Sales Development Series
Workshops are held on Tuesdays & Thursdays

October 2023	10/3/23 from 8:30 a.m. to 10:00 a.m. ET Best and Worst Practices SCC	10/5/23 from 11:30 a.m. to 1:00 p.m. ET Best and Worst Practices SCC
	10/10/23 from 8:30 a.m. to 10:00 a.m. ET Message is the medium	10/12/23 from 11:30 a.m. to 1:00 p.m. ET Message is the medium
	10/17/23 from 8:30 a.m. to 10:00 a.m. ET Maximizing the peaks and minimizing the valleys in sales	10/19/23 from 11:30 a.m. to 1:00 p.m. ET Maximizing the peaks and minimizing the valleys in sales
	10/24/23 from 8:30 a.m. to 10:00 a.m. ET The 4 Box Drill - Dealing with Stalls and Objections SCC	10/26/23 from 11:30 a.m. to 1:00 p.m. ET The 4 Box Drill - Dealing with Stalls and Objections SCC
	10/31/23 from 8:30 a.m. to 10:00 a.m. ET Being Comfortable with "NO" SCC	
November 2023		11/2/23 from 11:30 a.m. to 1:00 p.m. ET Being Comfortable with "NO" SCC
	11/7/23 from 8:30 a.m. to 10:00 a.m. ET Goal Setting for Business SCC	11/9/23 from 11:30 a.m. to 1:00 p.m. ET Goal Setting for Business SCC
	11/14/23 from 8:30 a.m. to 10:00 a.m. ET Going negative with a smile SCC	11/16/23 from 11:30 a.m. to 1:00 p.m. ET Going negative with a smile SCC
	11/21/23 from 8:30 a.m. to 10:00 a.m. ET Developing a Sales Questionnaire	11/23/23 from 11:30 a.m. to 1:00 p.m. ET No Workshop - Holiday
	11/28/23 from 8:30 a.m. to 10:00 a.m. ET DISC and closing the deal SCC	11/30/23 from 11:30 a.m. to 1:00 p.m. ET DISC and closing the deal SCC
December 2023	12/5/23 from 8:30 a.m. to 10:00 a.m. ET Advanced Prospecting and Closing Clinic	12/7/23 from 11:30 a.m. to 1:00 p.m. ET Advanced Prospecting and Closing Clinic
	12/12/23 from 8:30 a.m. to 10:00 a.m. ET Goals session 1 of 2 SCC	12/14/23 from 11:30 a.m. to 1:00 p.m. ET Goals session 1 of 2 SCC
	12/19/23 from 8:30 a.m. to 10:00 a.m. ET Goals session 2 of 2 SCC	12/21/23 from 11:30 a.m. to 1:00 p.m. ET Goals session 2 of 2 SCC
	12/26/23 from 8:30 a.m. to 10:00 a.m. ET Holiday Break No Workshop	12/28/23 from 11:30 a.m. to 1:00 p.m. ET Holiday Break No Workshop

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Live Streamed Sales Development Series
Workshops are held on Tuesdays & Thursdays

January 2024	1/9/24 from 8:30 a.m. to 10:00 a.m. ET AI for Salespeople SCC	1/11/24 from 11:30 a.m. to 1:00 p.m. ET AI for Salespeople SCC
	1/16/24 from 8:30 a.m. to 10:00 a.m. ET The Prospecting Mindset	1/18/24 from 11:30 a.m. to 1:00 p.m. ET The Prospecting Mindset
	1/23/24 from 8:30 a.m. to 10:00 a.m. ET Developing Successful Habits	1/25/24 from 11:30 a.m. to 1:00 p.m. ET Developing Successful Habits
	1/30/24 from 8:30 a.m. to 10:00 a.m. ET Understanding Your communication style as a Seller	
February 2024		2/1/24 from 11:30 a.m. to 1:00 p.m. ET Understanding Your communication style as a Seller
	2/6/24 from 8:30 a.m. to 10:00 a.m. ET Understanding Your Buyer's Communication Style SCC	2/8/24 from 11:30 a.m. to 1:00 p.m. ET Understanding Your Buyer's Communication Style SCC
	2/13/24 from 8:30 a.m. to 10:00 a.m. ET Better understanding through asking questions	2/15/24 from 11:30 a.m. to 1:00 p.m. ET Better understanding through asking questions
	2/20/24 from 8:30 a.m. to 10:00 a.m. ET Breaking through your comfort zone	2/22/24 from 11:30 a.m. to 1:00 p.m. ET Breaking through your comfort zone SCC
	2/27/24 from 8:30 a.m. to 10:00 a.m. ET Captivating attention with Email and text SCC	2/29/24 from 11:30 a.m. to 1:00 p.m. ET Captivating attention with Email and text
March 2024	3/5/24 from 8:30 a.m. to 10:00 a.m. ET Differentiating through the pattern interrupt SCC	3/7/24 from 11:30 a.m. to 1:00 p.m. ET Differentiating through the pattern interrupt SCC
	3/12/24 from 8:30 a.m. to 10:00 a.m. ET Executing the No - pressure call SCC	3/14/24 from 11:30 a.m. to 1:00 p.m. ET Executing the No - pressure call SCC
	3/19/24 from 8:30 a.m. to 10:00 a.m. ET Elevating you upfront contract SCC	3/21/24 from 11:30 a.m. to 1:00 p.m. ET Elevating your upfront contract SCC
	3/26/24 from 8:30 a.m. to 10:00 a.m. ET Protect and grow your key accounts SCC	3/28/24 from 11:30 a.m. to 1:00 p.m. ET Protect and grow your key accounts SCC

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Live Streamed Sales Development Series
Workshops are held on Tuesdays & Thursdays

April 2024	4/2/24 from 8:30 a.m. to 10:00 a.m. ET ok / not ok SCC	4/4/24 from 11:30 a.m. to 1:00 p.m. ET ok / not ok SCC
	4/9/24 from 8:30 a.m. to 10:00 a.m. ET Identifying the Decision Making Process	4/11/24 from 11:30 a.m. to 1:00 p.m. ET Identifying the Decision Making Process
	4/16/24 from 8:30 a.m. to 10:00 a.m. ET Prospecting and Closing Clinic	4/18/24 from 11:30 a.m. to 1:00 p.m. ET Prospecting and Closing Clinic
	4/23/24 from 8:30 a.m. to 10:00 a.m. ET PAIN Funnel Workshop	4/25/24 from 11:30 a.m. to 1:00 p.m. ET PAIN Funnel Workshop
	4/30/24 from 8:30 a.m. to 10:00 a.m. ET Results Review for the first 100 days, review and refine +pipeline planning	
May 2024		5/2/24 from 11:30 a.m. to 1:00 p.m. ET Results Review for the first 100 days, review and refine + pipeline planning
	5/7/24 from 8:30 a.m. to 10:00 a.m. ET PAIN Indicators by Buyer Persona	5/9/24 from 11:30 a.m. to 1:00 p.m. ET PAIN Indicators by Buyer Persona
	5/14/24 from 8:30 a.m. to 10:00 a.m. ET The Budget Step	5/16/24 from 11:30 a.m. to 1:00 p.m. ET The Budget Step
	5/21/24 from 8:30 a.m. to 10:00 a.m. ET KARE Model	5/23/24 from 11:30 a.m. to 1:00 p.m. ET KARE Model
	5/28/24 from 8:30 a.m. to 10:00 a.m. ET Uncovering Truth behind stalls and objections	5/30/24 from 11:30 a.m. to 1:00 p.m. ET Uncovering Truth behind stalls and objections
June 2024	6/4/24 from 8:30 a.m. to 10:00 a.m. ET Why salespeople get "Ghosted"	6/6/24 from 11:30 a.m. to 1:00 p.m. ET Why salespeople get "Ghosted"
	6/11/24 from 8:30 a.m. to 10:00 a.m. ET Motivating Buyers with Negative Reverse Selling	6/13/24 from 11:30 a.m. to 1:00 p.m. ET Motivating Buyers with Reverse Selling
	6/18/24 from 8:30 a.m. to 10:00 a.m. ET Attitude "The little things that make a difference"	6/20/24 from 11:30 a.m. to 1:00 p.m. ET Attitude "The little things that make a difference"
	6/25/24 from 8:30 a.m. to 10:00 a.m. ET Prospecting and Closing Clinic	6/27/24 from 11:30 a.m. to 1:00 p.m. ET Prospecting and Closing Clinic

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

What is the Sandler Essentials/Foundations Series?

The Sandler Essentials/Foundations Series is a nine-week, nine-session program that introduces participants to the elements of the behaviors, attitudes and techniques that make up the Sandler Selling System. Each weekly 90-minute session is instructor-led, participant centered, highly interactive, fun, and packed with content. Sessions are designed to introduce core concepts of the methodology, provide tangible strategies and tactics that can be implemented in a real-world setting.

What Topics are Covered?

- Buyer - Seller Dynamic
- Success Triangle
- Essential Communication Skills
- Initiating Buyer-Focused Conversation
- Creating Mutual Agreement
- Discovering Buyer's Motivation
- Understanding Investment Parameters
- Identifying the Decision Making Process – Closing the Sale
- Creating a Prospecting Plan

What are the Topics About?

- **Buyer – Seller Dynamic**

There are underlying reasons that sales can often be so challenging. Understanding those reasons, and having a systematic approach to overcome them, can ensure improved results.

- **Creating Mutual Agreement**

The Sandler Up-Front Contract is a powerful tool for creating mutual control over the sales interaction.

- **Discovering Buyer's Motivation**

People only buy when there are compelling and often emotional reasons to do so. Uncovering those reasons requires effective nurturing and questioning strategies.

- **Understanding Investment Parameters**

Salespeople tend to talk about money (and other aspects of the investment) either too early or too late in the process. It is imperative to learn how and when to effectively discuss the prospect's budget.

- **Identifying the Decision Making Process - Closing the Sale**

What is the process your prospects use when investing in products or services like yours? Top salespeople know how to influence that process to give them a competitive advantage.

- **Initiating Buyer-Focused Conversations**

Learn a compelling 30-second Commercial; how to overcome outreach reluctance and no pressure conversation resulting in appointments..

- **Success Triangle**

While proper sales tactics and behaviors are important, a salesperson's attitudes and beliefs are also key factors in their ultimate success or failure.

- **Creating a Prospecting Plan**

To meet their goals, salespeople need to be in front of enough prospective clients for new or expanded business. Top salespeople have a diversity of effective prospecting approaches.

- **Essential Communication Skills**

Salespeople must learn how to effectively build rapport and mutual comfort with people of both similar and differing communication styles relative to their own.

Live Streamed Sandler Essentials/Foundations
Workshops are held on Mondays

July 2023	3:00 p.m. to 4:30 p.m. ET 7/3//23 No Class
	3:00 p.m. to 4:30 p.m. ET 7/10/23 Decision, Fulfillment, and Post-Sell
	3:00 p.m. to 4:30 p.m. ET 7/17/23 Prospecting 1
	3:00 p.m. to 4:30 p.m. ET 7/24/23 Prospecting 2
	3:00 p.m. to 4:30 p.m. ET 7/31/23 Why Have a System?
August 2023	3:00 p.m. to 4:30 p.m. ET 8/7/23 Behavior, Attitude and Technique
	3:00 p.m. to 4:30 p.m. ET 8/14/23 DISC Communication
	3:00 p.m. to 4:30 p.m. ET 8/21//23 _Up-Front Contracts
	3:00 p.m. to 4:30 p.m. ET 8/28/23 Uncovering Pain
September 2023	3:00 p.m. to 4:30 p.m. ET 9/4/23 No Class Holiday
	3:00 p.m. to 4:30 p.m. ET 9/11/23 Budget Step
	3:00 p.m. to 4:30 p.m. ET 9/18/23 Decision, Fulfillment and Post-Sell
	3:00 p.m. to 4:30 p.m. ET 9/25/23 Prospecting 1

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Live Streamed Sandler Essentials/Foundations
Workshops are held on Mondays

October 2023	3:00 p.m. to 4:30 p.m. ET 10/2/23 Prospecting 2
	3:00 p.m. to 4:30 p.m. ET 10/9/23 No Class Holiday
	3:00 p.m. to 4:30 p.m. ET 10/16/23 Why Have a System?
	3:00 p.m. to 4:30 p.m. ET 10/23/23 Behavior, Attitude and Technique
	3:00 p.m. to 4:30 p.m. ET 10/30/23 DISC Communication
November 2023	3:00 p.m. to 4:30 p.m. ET 11/6/23 Up-Front Contracts
	3:00 p.m. to 4:30 p.m. ET 11/13/23 Uncovering Pain
	3:00 p.m. to 4:30 p.m. ET 11/20/23 Budget Step
	3:00 p.m. to 4:30 p.m. ET 11/27/23 Decision, Fulfillment and Post-Sell
December 2023	3:00 p.m. to 4:30 p.m. ET 12/4/23 Prospecting 1
	3:00 p.m. to 4:30 p.m. ET 12/11/23 Prospecting 2
	3:00 p.m. to 4:30 p.m. ET 12/18/23 Have a System?
	3:00 p.m. to 4:30 p.m. ET 12/25/23 No Class Holiday

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Live Streamed Sandler Essentials/Foundation
Workshops are held on Mondays

January 2024	3:00 p.m. to 4:30 p.m. ET 1/8/24 Buyer - Seller Dynamic
	3:00 p.m. to 4:30 p.m. ET 1/15/24 Success Triangle
	3:00 p.m. to 4:30 p.m. ET 1/22/24 Essential Communication Skills
	3:00 p.m. to 4:30 p.m. ET 1/29/24 Initiating buyer focused conversations
February 2024	3:00 p.m. to 4:30 p.m. ET 2/5/24 Creating Mutual Agreement
	3:00 p.m. to 4:30 p.m. ET 2/12/24 Discovering Buyer's Motivation
	3:00 p.m. to 4:30 p.m. ET 2/19/24 Understanding Investment Parameters
	3:00 p.m. to 4:30 p.m. ET 2/26/24 Identifying the Decision Making Process - Closing the Sale
March 2024	3:00 p.m. to 4:30 p.m. ET 3/4/24 Creating a Prospecting Plan
	3:00 p.m. to 4:30 p.m. ET 3/11/24 Buyer - Seller Dynamic?
	3:00 p.m. to 4:30 p.m. ET 3/18/24 Success Triangle
	3:00 p.m. to 4:30 p.m. ET 3/25/24 Essential Communication Skills

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Live Streamed Sandler Essentials/Foundations
Workshops are held on Mondays

April 2024	3:00 p.m. to 4:30 p.m. ET 4/1/24 Initiating buyer focused conversations
	3:00 p.m. to 4:30 p.m. ET 4/8/24 Creating mutual agreement
	3:00 p.m. to 4:30 p.m. ET 4/15/24 Discovering Buyer's motivation
	3:00 p.m. to 4:30 p.m. ET 4/22/24 Understanding Investment parameters
	3:00 p.m. to 4:30 p.m. ET 4/29/24 Identifying the decision making process - Closing the sale
May 2024	3:00 p.m. to 4:30 p.m. ET 5/6/24 Creating a prospecting plan
	3:00 p.m. to 4:30 p.m. ET 5/13/24 Buyer—Seller Dynamic
	3:00 p.m. to 4:30 p.m. ET 5/20/24 Success Triangle
June 2024	3:00 p.m. to 4:30 p.m. ET 6/3/24 Essential Communication Skills
	3:00 p.m. to 4:30 p.m. ET 6/17/24 Initiating buyer focused conversations
	3:00 p.m. to 4:30 p.m. ET 6/24/24 Creating mutual agreement
July 2024	3:00 p.m. to 4:30 p.m. ET 7/1/24 Discovering Buyer's motivation
	3:00 p.m. to 4:30 p.m. ET 7/8/24 Understanding Investment parameters
	3:00 p.m. to 4:30 p.m. ET 7/15/24 Identifying the decision making process—Closing the sale
	3:00 p.m. to 4:30 p.m. ET 7/22/24 Creating a prospecting plan

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Next-Level Leadership Program

Purpose: To build a bench of leaders by training supervisors and managers on the behaviors, attitudes, and techniques to set them up for success. Incorporating proven, real-world best practices, this program is designed to quickly install attendees with the mindset and skills required to effectively assume a “take charge” position in organizations committed to leadership excellence. The program is highly interactive, up-beat, fun and packed with content. We do a lot of break-out group exercises, group shares and role-plays.

Eligibility: New and experienced supervisors and managers

Length: 90 min per session

Location: Virtual

Details: Training is delivered as an experience: interactive, visual/slides, audio/movies, role plays, handouts, breakouts, peer-to-peer networking.

Curriculum Topics:

- Understanding Your People & Earning Their Trust
- Top 24 Skills that make a Great Leader
- 8 Pillars that Drive Results
- Adjusting your Communication Style in Order to be Heard
- Mentoring to Win
- Managing Organizational Change
- Knowing When to Supervise, Coach, Train, and Mentor
- How to Stay out of Games and Powerplays
- Coaching to Win
- How to Retain and Grow Team Members with Transactional Analysis
- Getting Comfortable with the Uncomfortable (Conflict Resolution)
- Staging Effective Huddles & Meetings
- Motivating your Team
- Flexing Your Critical Thinking Muscle
- Managing a Team in a Digital World
- Selling YOU: Raising your Visibility in the Organization

(Continued on the next page)

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with “SCC”.

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Next-Level Leadership Program

(Continued from the previous page)

- Driving Accountability with Impactful Check-ins
- Giving Feedback (all kinds!)
- Coaching the Team Through Change
- Managing Yourself – Are You Too Responsible?
- Delegating vs Dumping
- Can Asking Questions Be the Answer?
- Leveling Up as a Strong Decision Maker
- Channeling Your Superpowers: Time, Stress, Conflict
- Forging Ahead or Plowing Through – What Serves You Best?

What to Expect: Participants will learn the behaviors, attitudes, and techniques to both elevate their personal performance and lead people to deliver results. Curriculum covers strategic and tactical topics, including:

- Learn how the people you lead think...how they process what you tell them... what drives them (hint: it's usually not money). We'll share strategies and tactics for reading, understanding, and motivating your team with energy to spare.
- Know when to supervise, coach, train, and mentor. Learn what these roles are, the activities associated with the roles, and the amount of time devoted to each.
- Manage long enough and you'll find that your team typically includes A, B, and C players. Learn how to retain the A players, coach the B players to become A players, and inspire the C players to want to be better.
- Learn when to use your formal authority and when to use your relationship skills to motivate, to elevate, and to get stuff done.

(Continued on the next page)

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Next-Level Leadership Program

(Continued from the previous page)

- If you have a gut feeling that an extra hour or two a day won't make you more productive, learn techniques for identifying and changing negative behavior patterns around time and stress.
- The one constant in life is change, and yet it can be frustrating to constantly get the team on board with changes big or small. We'll look at the impact organizational change has on employees and how to transition people through change.
- No one likes conflict. As strong managers, we must get comfortable with conflict and manage it. Learn how to encourage healthy conflict and diffuse toxic conflict.
- Leading people requires appealing to their heads, hearts, and hands. We'll get into the WHY, HOW, and WHAT of leading people so they will follow you.
- There is a cadence to managing people which we'll explore. This cadence includes thinking critically, staging effective meetings, managing in a remote/digital world, checking-in, giving feedback, delegating, and holding the team accountable.
- Managers will burn out unless they carve out time to grow professionally. We'll get into the value of building alliances, networking, and creating your personal board of directors.

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Live Streamed Next Level Leadership Program
Workshops are held on the last Thursday of the month

Jan	9:30 a.m. to 11:00 a.m. ET 1/25/24 Establishing your 2024 leadership cadence
Feb	9:30 a.m. to 11:00 a.m. ET 2/29/24 Leadership with DISC
Mar	9:30 a.m. to 11:00 a.m. ET 3/28/24 Creating a Culture of Accountability
Apr	9:30 a.m. to 11:00 a.m. ET 4/25/24 Improve Employee Experience (Conducting Stay interviews)
May	9:30 a.m. to 11:00 a.m. ET 5/30/24 Managing Organizational Change
Jun	9:30 a.m. to 11:00 a.m. ET 6/27/24 Assessing Team/Individual Gaps to Effectively Manage Your Team
Jul	9:30 a.m. to 11:00 a.m. ET 7/25/24 The Trusted Leader - 8 Pillars that drive results
Aug	9:30 a.m. to 11:00 a.m. ET 8/29/24 How to Stay Out of Games and Powerplays
Sep	9:30 a.m. to 11:00 a.m. ET 9/26/24 Coach To Success and Grow Your People
Oct	9:30 a.m. to 11:00 a.m. ET 10/31/24 What are the top 24 skills that make a great Leader?
Nov	9:30 a.m. to 11:00 a.m. ET 11/21/24 Retain and Grow Team Members with Transactional Analysis
Dec	9:30 a.m. to 11:00 a.m. ET 12/19/24 Leadership Lessons from 2024 - Planning for 2025

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Sandler Accelerated Management Program

A 12-Week Program to give the leaders in your company a roadmap to Management Success. Learn the Skills to Manage, Develop, and Retain your most valuable resource - your people.

11:30 a.m. to 1:00 p.m. ET
4/5/24 [Communication #1: The Importance of Transparency in Leadership](#)

11:30 a.m. to 1:00 p.m. ET
4/12/24 [Communication #2: DISC](#)

11:30 a.m. to 1:00 p.m. ET
4/19/24 [Communication #3: Dynamics of Communication](#)

11:30 a.m. to 1:00 p.m. ET
4/26/24 [Communication #4: Transactional Analysis](#)

11:30 a.m. to 1:00 p.m. ET
5/3/24 [Conflict Management - Managing Work relationships](#)

11:30 a.m. to 1:00 p.m. ET
5/10/24 [Leadership Roles](#)

11:30 a.m. to 1:00 p.m. ET
5/17/24 [Managing performance - setting expectations](#)

11:30 a.m. to 1:00 p.m. ET
5/24/24 [Time management - Staging effective meetings](#)

11:30 a.m. to 1:00 p.m. ET
5/31/24 [Maximizing Personal Performance](#)

11:30 a.m. to 1:00 p.m. ET
6/7/24 [Recruiting and Selecting](#)

11:30 a.m. to 1:00 p.m. ET
6/14/24 [Hiring & Onboarding](#)

11:30 a.m. to 1:00 p.m. ET
6/21/24 [Goal Setting - Proactive planning](#)

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Sales Leadership Growth Series

Lead Your Team to Success

Sales leaders carry some of the greatest responsibilities in the organization. Sandler endows leaders with the skillset and enablement tools they need to cement themselves as valuable, results-driven, strategic leaders.

- ⇒ Elevate leadership & communication skills
- ⇒ Hire top talent
- ⇒ Create culture of accountability
- ⇒ Develop a coaching mindset
- ⇒ Accelerate performance

This sales leader best practices series is a customizable program with nine different courses and three customized learning paths to select from- all designed to grow your people grow your business, grow yourself.

Overcome Common Challenges and Adjust Your Mindset

- ⇒ Mastering negotiation, equal business stature, and selling yourself.
- ⇒ Dealing with difficult people and situations
- ⇒ Adapting your communication style to how others communicate
- ⇒ Difficulty with goal setting, time management, and decision making

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Sales Leadership Growth Series

1:30 p.m. to 3:00 p.m. ET
12/6/23 [Running Effective Sales Meetings](#)

1:30 p.m. to 3:00 p.m. ET
12/13/23 [Coach to Success](#)

1:30 p.m. to 3:00 p.m. ET
1/3/24 [Goal Setting](#)

1:30 p.m. to 3:00 p.m. ET
1/10/24 [Sales Manager Cookbook](#)

1:30 p.m. to 3:00 p.m. ET
2/7/24 [Sales Manager Cookbook](#)

1:30 p.m. to 3:00 p.m. ET
2/14/24 [DEAL IQ Guest](#)

1:30 p.m. to 3:00 p.m. ET
3/6/24 [Pursuit Navigator](#)

1:30 p.m. to 3:00 p.m. ET
3/13/24 [Understanding Your Team \(DISC/TAC\)](#)

1:30 p.m. to 3:00 p.m. ET
4/3/24 [Quarterly Review](#)

1:30 p.m. to 3:00 p.m. ET
4/10/24 [Hybrid Blindspot Session 1](#)

1:30 p.m. to 3:00 p.m. ET
May TBD Caliper

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Live Streamed Executive Enterprise Selling and
Account Planning Series Workshops are on Thursdays

11:30 a.m. to 1:00 p.m. ET
9/21 **Communicating with DISC Part I**
Facilitated by Greg Nanigian Producer (B) Jim Voymas

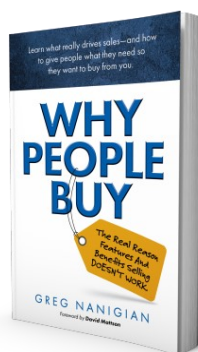
11:30 a.m. to 1:00 p.m. ET
9/28 **Communicating with DISC Part II**
Facilitated by Greg Nanigian Producer (B) Jim Voymas

11:30 a.m. to 1:00 p.m. ET
10/5 **Political Mapping Part I**
Facilitated by Greg Nanigian Producer (B) Jim Voymas

11:30 a.m. to 1:00 p.m. ET
10/12 **Political Mapping Part II**
Facilitated by Jeff Morgenthale Producer (B) Jim Voymas

11:30 a.m. to 1:00 p.m. ET
10/19 **Account Planning Part I**
Facilitated by Jeff Morgenthale Producer (B) Jim Voymas

11:30 a.m. to 1:00 p.m. ET
10/26 **Account Planning Part II**
Facilitated by Jeff Morgenthale Producer (B) Jim Voymas



Why People Buy

Filled with real-world tactics for successful prospecting, qualifying, deal-making, closing, and referral generation. Written by Greg Nanigian. \$19.95

Live streaming workshops will be recorded.

NOTE: Advance registration is required. Click on the blue links to register.

For registration assistance call (617) 338-0993 or e-mail how2sellwithGNA@sandler.com

Strategic Customer Care classes are denoted with "SCC".

10 Post Office Square • Suite 800 • Boston, MA 02109

400 Washington Street • Suite 302 • Braintree, MA 02184

165 Highland Ave. • Needham, MA 02494

400 TradeCenter Drive, Suite 5900, Woburn, MA 01801

Learning Management System Foundations Series

Real World podcasts, courses and more to sales success!

Here's a video tour of the Sandler Learning Management System Tutorial for the Foundations Series:

<https://bit.ly/SandlerLMSFoundationsTutorial>

What the Sandler Learning Management System is:

Take responsibility for your training and learn on your time in your ideal learning environment with your favorite learning modes of delivery

Powerful Curriculum

Access time-tested, proven training programs through comprehensive and customizable online courses, designed to develop a common language and standardized process.

Valuable Resource Libraries

Search and browse massive, on-demand resource libraries for sales and leadership solutions to challenges outside the scope of the training curriculum.

Virtual Job Aids, Tools, and Playbooks

Apply the strategies and tactics from the training on the job with downloadable guides, fillable tools, and other customizable aids that adapt to your organization's unique needs.

How can the Sandler Learning Management System work for you:

Accelerate Learning with Flexibility

Sandler Online is a state-of-the-art platform designed to educate and support learners with a variety of content, tools, and applications with on-demand access.

Personalize your learning path

10 Post Office Square • Suite 800 • Boston, MA 02109
400 Washington Street • Suite 302 • Braintree, MA 02184
165 Highland Ave. • Needham, MA 02494
400 TradeCenter Drive, Suite 5900, Woburn, MA 01801
Telephone (617) 338-0993 • Fax (781) 848-1599
E-mail: how2sellwithGNA@sandler.com

Training Courses

The Sales Mastery-President's Club

As a Business Owner, Senior Sales Manager, General Manager or Sales Professional, where can you go to meet others and discuss the issues we face in today's competitive environment? Who helps you solve the business issues faced by your organization?

The Sales Mastery-President's Club provides continuous, ongoing reinforcement training. Under this program, Sandler trainers provide an average of 30 hours of training monthly for a period of up to one year and, in many cases, beyond. During that time, you are able to attend as your schedule and needs dictate. Each client receives a comprehensive Sales Mastery-President's Club self-study kit to reinforce what is being taught in the workshops. Clients also get Sandler Training's bimonthly newsletter, "The Sales Mastery-President's Club Report."

Sales Mastery-President's Club is not a place. It's not a meeting. It's a dynamic learning experience featuring mutual support and on-going training. You find the best solutions to the toughest problems...you won't just learn new sales skills, you'll build new life skills.

Corporate "In-House" Programs

For larger companies, we provide customized, "in-house" training programs designed to take your sales team to the top! It's a revolutionary sales approach that already has changed the way hundreds of corporations and tens of thousands of sales professionals practice the business of selling. We focus heavily on reinforcement training ... prolonged on-site support from skilled trainers and consultants who help sales people do the difficult work of changing the sales habits of a lifetime. This is sales training from the manager's point of view. We replace quick-fix, high priced motivational speakers who fly into town to "pump your people up" with local sales consultants who are committed to your long-term success. We take the time to work with your people to master the sales skills they need to take them to the top of their profession.

Customized Sandler Training Programs

Consult your local Sandler trainer for more information regarding the customized training programs. Sandler can customize a program to fit your needs and budget.

Sales and Sales Management Assessment and Screening

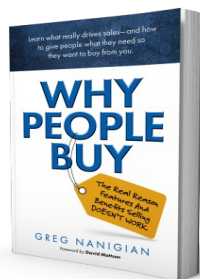
There are many reasons to evaluate your existing sales force as well as potential sales candidates -- the most compelling of which is the need to grow. To succeed, you must find out which of your people can really take you to the levels you must achieve. Not personality or psychologically based (like virtually all other tests), our nationally acclaimed assessment tools identify hidden strengths and weaknesses and not only determine if sales people and managers will sell consistently, but also accurately predict whether they'll be able to execute the skills they do possess.

Strategic Customer Care Program (SCC)

The modern business landscape is strewn with the remains of high-minded quality enhancement programs that failed because of insufficient follow through. Strategic Customer Care is different. Our unique reinforcement-based program leads people through the steps they need to develop the skills that are critical for top notch customer service. This program is a must for any company that wants its customer service or support people to keep, grow and develop long-term, profitable business partnerships.

10 Post Office Square • Suite 800 • Boston, MA 02109
400 Washington Street • Suite 302 • Braintree, MA 02184
165 Highland Ave. • Needham, MA 02494
400 TradeCenter Drive, Suite 5900, Woburn, MA 01801
Telephone (617) 338-0993 • Fax (781) 848-1599
E-mail: how2sellwithGNA@sandler.com
General Information Web Site: <https://www.gnatraining.sandler.com/>

Ask your trainer how to get your copy today!



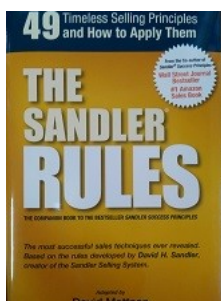
Why People Buy

Filled with real-world tactics for successful prospecting, qualifying, deal-making, closing, and referral generation. Written by Greg Nanigian. \$19.95



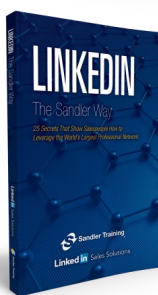
The Sales Coach's Playbook

The bestselling, definitive playbook for effective sales coaching, based on proven principles of the Sandler Selling System. Written by Bill Bartlett. \$24.95



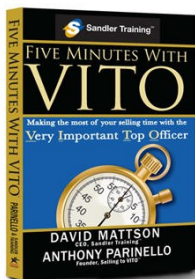
The Sandler Rules: 49 Timeless Selling Principles and How to Apply Them

Filled with real-world tactics for successful prospecting, qualifying, deal-making, closing, and referral generation. Written by Sandler Training CEO David Mattson. \$24.95



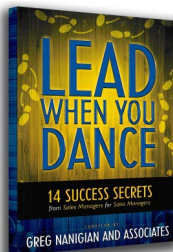
LinkedIn the Sandler Way

25 Secrets that Show Salespeople How to Leverage the World's Largest Professional Network is a must-have book for any professional salesperson. Written by Sandler Training and LinkedIn Sales Solutions. \$19.95



Five Minutes With VITO®

Definitive guide for salespeople who want to start where they belong... at the Top! Written by Sandler Training CEO David Mattson and Anthony Parinello. \$14.95



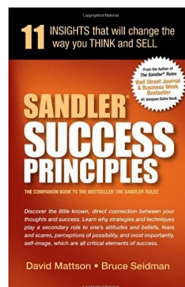
Lead When You Dance

This book shares fourteen classic, field-tested Sandler concepts that will help sales managers to be proactive in such areas as hiring, retention and motivation. Compiled by Greg Nanigian and Associates. \$19.95



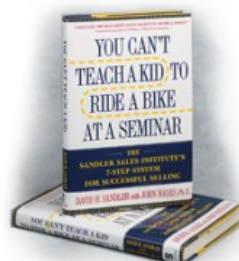
Close the Deal

Includes a comprehensive list of successful strategies to close a deal. Written by Sam Deep and Lyle Sussman with Sandler Training. \$16.95



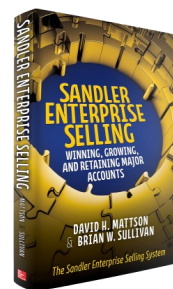
Sandler Success Principles

Discover the 11 insights that will change the way you think and sell. Improve performance through self-awareness and relationships. Excel at selling by overcoming the root causes of negative behaviors. \$16.95



You Can't Teach a Kid To Ride a Bike at a Seminar

Learn to master the seven key sales principles of the Sandler Selling System - and how and when to use them. Written by David H. Sandler and John P. Hayes. \$23.95



Sandler Enterprise Selling

Competitively pursuing large, complex accounts is perhaps the greatest challenge for selling teams. To keep treasured clients and gain new ones, you need a system to win business. Written by David Mattson & Brian Sullivan. \$29.95

Directions and Parking

BRAINTREE - 400 Washington St. • Suite 302 • Braintree, MA 02184

FROM BOSTON VIA ROUTE 3S: The Southeast Expressway, I-93 South. Follow South until you approach the split of Route 3S Cape Cod and Route 128N Dedham. Bear left to Route 3S and get into the right lane. Take the first exit, which comes up on the right very quickly (Braintree, Washington St., Quincy T Station). Bear right until you get to traffic lights which is Washington Street. Take a right at the lights and follow for .4 miles.

FROM PLYMOUTH VIA ROUTE 3N: Follow Route 3N to Exit 17 (Union St., Braintree). Follow the off ramp around the rotary and under Route 3. Bear right under the bridge and get off rotary just before Motel 6. Follow straight through the lights to the top of the hill. At the lights at the top of the hill, take a right onto Washington Street. Follow for about 1 mile.

FROM WALTHAM VIA ROUTE 128/I-95: Follow Route 128S until you approach the split of Route 3S and Route 3N. Follow Route 3S and take the very first exit (Exit 18, Braintree, Washington St., Quincy T Station). Follow the off ramp and bear right until you get to the first set of lights which is Washington Street. Take a right at the lights and follow for .4 miles.

BY RED LINE FROM BOSTON: Take Red Line to Braintree Station (it will cost you one token to exit the station.) You can do one of three things: TAKE A TAXI FROM THE STATION. We're about 3-4 minute ride away. LOOK FOR BUS #230 going to Quincy Center. We're about 5 minutes away by bus. Depending on time of day, this bus only runs once an hour -- ask driver to let you off at 400 Washington Street. WALK from the station. We're about 20-25 minutes away. Come out of "T" building and take a left. Follow foot path 3/4 of way out of the station. Go down staircase at left and take a left. Cross street when safe to do so. At top of the street you will be looking at Thayer Academy. Take a right. You are now on Washington Street. Landmarks to look for: Texaco (on left), First Baptist (on right), Mortimer J. Peck Funeral Home (on right), Hugs Plus (on right), look for two white office buildings side by side. You want the second building (across from Rockland Trust). We are on the third floor, suite #302.

WOBURN - Cummings Executive Suites • 400 TradeCenter Drive • Suite 5900 • Woburn, MA 01801

FROM THE NORTH: Take Route I-93 South to Route I-95 South. Take exit 35 from I-95 South.

FROM THE SOUTH: Follow I-93 N to MA-38 N/Main St in Woburn. Take exit 35 from I-95 South Continue on MA-38 N/Main St. Take Elm St to Tradecenter Dr.

WOBURN - Cummings Executive Suites • 800 West Cummings Park • Suite 4750 • Woburn, MA 01801

FROM THE NORTH: Take Route I-93 North to Exit 36 for Montvale Ave toward Stoneham. Turn left onto Montvale Ave. In 1.3 miles, turn right onto Washington Street. West Cummings Park is on the left. Go to the 4th floor and Suite 4750.

FROM THE SOUTH: Take Route I-95 North (Route 128 North). Take exit 36 toward Washington St/Woburn. Merge onto Mishawum Road. Turn right onto Washington Street. West Cummings Park is on the right. Go to the 4th floor and Suite 4750.

10 Post Office Square • Suite 800 • Boston, MA 02109
400 Washington Street • Suite 302 • Braintree, MA 02184
165 Highland Ave. • Needham, MA 02494
400 TradeCenter Drive, Suite 5900, Woburn, MA 01801
Telephone (617) 338-0993 • Fax (781) 848-1599
E-mail: how2sellwithGNA@sandler.com

Directions and Parking

BOSTON - 200 Clarendon St. • 19th Floor • Boston, MA 02116

FROM ROUTE 1/TOBIN BRIDGE (SOUTHBOUND): Get on US-1 S to Boston. Take the MA-3 N exit toward MA-28 S/Storrow Drive. Keep right to continue on MA-28 S, follow signs for Storrow Drive W. Take the Beacon Street exit toward Copley Square/Back Bay. Use the right 2 lanes to turn right onto Beacon St. Turn left at the 2nd cross street onto Clarendon St.

FROM I-93 (SOUTHBOUND): Get on I-93 S to Boston. Take exit 26 for MA-3 N toward MA-28 S/Storrow Drive. Keep right to continue on MA-28 S, follow signs for Storrow Drive W. Use the left lane to take the Beacon Street exit toward Copley Square/Back Bay. Turn left onto Arlington St. Turn right onto Commonwealth Avenue. Turn left at the 2nd cross street onto Clarendon St.

FROM I-93 (NORTHBOUND): Take I-93 N to I-93 Frontage Road in Boston. Take exit 18 from I-93 N toward Mass Ave/Roxbury. Use the left 2 lanes to turn left onto W 4th St. Continue onto E Berkeley St. Turn left onto Stanhope St. Turn right onto Trinity Pl.

FROM 128/I-95 (NORTHBOUND): Follow directions for I-93 Northbound.

FROM MASS PIKE (EASTBOUND): Follow I-90 E/Massachusetts Turnpike to Stuart Street in Boston. Take exit 22 from I-90 E/Massachusetts Turnpike. Follow Stuart Street to Clarendon St.

FROM THE SUBWAY ("T"): The closet stop is Green Line Copley. From there walk 0.4 mile heading south on Dartmouth St toward Boylston St. Turn left onto Stuart St. Building is on your left.

PARKING: Garages are located at 100 Clarendon St. and 200 Stuart St.

BUILDING: You must register before arrival to pass security desk.

Some of our Clients

AA Will Material (landscaping supplies)	Express It Logistics (shipping service)	Net Lease Capital Advisors LLC
ABT Associates	F1 Boston	New England Build and Restore
Acumentrics (power supplies)	Factory Paint	New England Controls
Accutech (packaging equipment & supplies)	Father Bills & Mainspring	New World Realty (real estate)
AE Ventures (trade show management)	Gallery Homes Pleasant Realty (real estate)	New York Life Insurance Co.
A Healthy Balance (health and nutrition)	George Washington Toma Appliances	Palace Manufacturing
A Phone Jack Systems	Gianno & Freda Financial	Power Systems Sales and Service
ACT Leasing (auto)	Globe Composite Solutions	Premier Fence
Aflac (insurance)	Goloboy CPA	Pride Environmental
AirGraphics	Good Brothers Ford and Dodge	Project Save (non-profit organization)
Allied Industries	Goodrich Lumber	Prudential Securities
Allmerica Financial	Gourmet Caterers	Quintana Supply
Anova	Greenscape Inc.	Radius Financial Group
Applied Communications Tech	Gryphon Networks (noise engineering)	Raid Inc., (systems integrator)
Applied Image Reprographics	H. T. Berry & Company Inc.	Real Property Management (real estate)
Appointment Setters	Hartney Greymont	Realty World (real estate)
Artistic Blossoms	Health Markets	Reiser
Associates Realty (real estate)	Heritage Coffins	Resolve Technology (software)
AzimaDLI (manufacturing monitoring)	Home & Business Services Unlimited	Rexel/Munro Energy (electrical supply)
Aware Manager	Home Run Realty (real estate)	Riverside Realty Associates (real estate)
Bamboo Gardens Acupuncture	Homevestors	Roche Pharmaceuticals
Barber Foods	Horizon Graphics	Rodman Insurance, Inc.
BayNets Safety Systems	Howell Packaging	Roomscapes (remodeling)
Baystate Properties (real estate)	Int'l Health & Racquet Sports Assoc.	RPC Packaging
Bierbrier Development, Inc.	J. Hillburn	Salhaney Insurance Agency
Bill Shea's Counter Tops	Jack Conway Realty (real estate)	Senate Construction
Boston Business Journal	Jameson & Company	Sentient Jet, LLC
Bower Manufacturing	Jet-A-Way Waste Management & Recycling	Shiretown Glass & Home Improvement
Bridgemedica, LLC	John Hancock Mutual Life	Sigma7 Group
Brookside Properties	Johnson Compounding (medications)	SmartPak (horse supplements)
Bump Realty (real estate)	Keller Williams (real estate)	Smith Barney
CC-Technologies	Kennedy Carpet	Sovereign Bank
CDS Business Mapping	Key Controls, Inc.	Stone Street Financial
Central Ceilings, Inc.	LAN Information Systems	Sullivan & Co Realty (real estate)
Central Computer	Lamb Insurance Agency	Synergistics, Inc.
Centric Consulting	Latson Leadership Group	Swimming Pool and Spa Group
Century 21 (real estate)	Lehman-Millet	T & K Enterprises
Chubb Group of Insurance Cos.	L.F. O'Leary Company	Tech Environmental
Cigna Financial Advisory	Litton Computer Service	Tekscan INC.
C.J. McCarthy Insurance Agency, Inc.	Loews Cineplex	The Alternative Board (business coach)
Cleaves Company	Mac-Gray	The Computer Merchant, Ltd.
Coan Oil	Madico	The House Company
Coldwell Banker (real estate)	Malcolm & Parsons Insurance Agency	TIE Kinetix (E-Commerce Solutions)
Cress and Company Realty (real estate)	Mansard Commercial Properties (real estate)	TOG Manufacturing
Cummings Properties	Manufacturers' Service & Supply Co.	TSG Global (phone/texting service)
Data Care	Mass Society of CPA's	TUV SUD America Inc.
Datron Dynamics	Mass Business Association	UDR (real estate)
David Gooding, Inc.	Mass State Lottery	Unison Site Management
Dependable Cleaners	McGivern CPA	Viveiros Insurance
DH Sales	MetLife Insurance	Water Analytics
Double E Manufacturing	Mitchell Construction	Waypoint Accounting Solutions
Duralectra	Morgan Stanley Dean Witter	Web Vortex Inc.
Electronics Center	Mutual of Omaha	William J. Burns, Esquire, CPA
Equipment 4 Rent	NASE	Wolf & Company (Accounting)
Excell Solutions, Inc.	Net Capitol (venture capital)	Work Systems Affiliates International

10 Post Office Square • Suite 800 • Boston, MA 02109
 400 Washington Street • Suite 302 • Braintree, MA 02184
 165 Highland Ave. • Needham, MA 02494
 400 TradeCenter Drive, Suite 5900, Woburn, MA 01801
 Telephone (617) 338-0993 • Fax (781) 848-1599
 E-mail: how2sellwithGNA@sandler.com