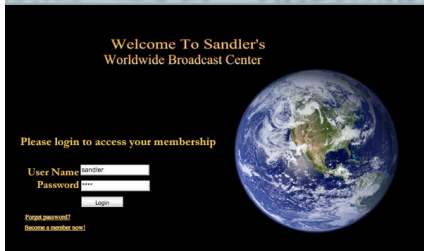


An On-Going Training Idea



SANDLER BROADCAST CENTER

LIVE ON-GOING TRAINING

Every week there is a one-hour broadcast from The Sandler's Broadcast Center. These broadcasts can be listened to over the phone or over the computer.

SALES PEOPLE

Every other week is a broadcast just for sales people - focusing on a key component of the Sandler Sales System™.

MANAGERS

Every other week is a broadcast just for managers - focusing on a key ingredient to effectively manage their sales people.

ARCHIVED LESSONS

Every broadcast is archived for listening or downloading 24/7. Organized by subject, these archived broadcasts are ideal for just-in-time learning when a specific need presents itself.

What are some solutions?

The Challenges of a Geographically Dispersed Sales Force

Managing a geographically dispersed sales force has its unique challenges . . . that's for sure!

- ◆ Maintaining accountability
- ◆ Consistent on-going training
- ◆ Creating a unified sales culture
- ◆ Adequately supporting new hires to minimize costly attrition
- ◆ Skilled managers to effectively manage over a distance

The Sandler Broadcast Center

was designed with just such a sales force in mind.

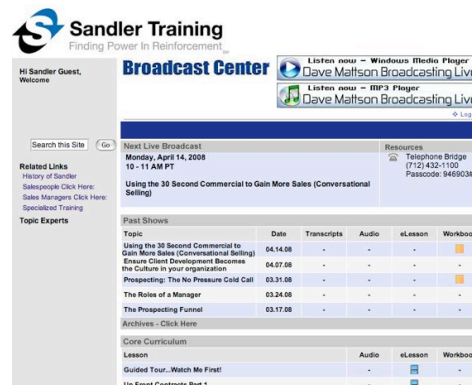
Providing on-going bi-weekly sixty-minute trainings for **both sales people and managers**, the Broadcast Center gives managers and sales reps a common experience. The broadcasts then serve as conversation starters when the managers meet with their reps later (either in person or over the phone).

“What did you think of that training? What did you get from that training? How do those principles apply to our world?” are just three simple questions that will provoke excellent coaching conversation as a manager talks with his/her reps following a broadcast.

And . . . then every training is archived and organized by subject so that a manager can use it as part of their training curriculum either as a pre-listening

assignment, a one-on-one coaching resource, or even during a phone meeting with their reps.

And . . . the archived broadcasts can also be downloaded for use on an iPod.



Take A Closer Look?

You can take a closer look to see if this might be a fit for you and your sales team by going to

<http://salesbroadcasting.com/sandler/>

Username: sandler

Password: demo