



Sandler Training

Finding Power In ReinforcementSM

These award winning coaches and trainers have over 50 years combined experience in sales, management, customer service and business development.

Dan Nausley began his sales career in 1978, quickly moving into management and spent 15 years running a leading area business in Chattanooga, TN. His passion has always been training and coaching.

His practical knowledge of running a corporation is extremely valuable in helping others grow their business. He has helped numerous executive managers and sales



Lisa and Dan Nausley

help companies and individuals reach their true potential through proven sales force development and executive coaching strategies.

professionals triumph over challenges which had previously held them back.

Lisa Nausley has managed sales force development, developed and installed sales processes, and led her staffs to be top performers. She has orchestrated marketing campaigns for numerous clients and loves to create and share new ideas with clients. Lisa's passion is to

This System is Golden!

"This system is golden. It shocks me how well this stuff works! It is the most unbelievable thing I have ever seen. I have to fight every natural impulse I have because it is the total opposite of every sales call I have made in my life. Utilizing Sandler Training, my sales have increased by over 20%. I have been able to take a sales cycle that is normally one year and add new clients in as little as 3 weeks."

- Mike James, Marion Environmental, Inc.

Gain a Competitive Edge

"Since aligning our organization with the Sandler Training Staff, we have benefited greatly. We have used Dan and Lisa to do Sales and Customer Service Training for all of our employees. I feel the money has been well spent for the development of our staff. If you are looking for the Competitive Edge to develop more business, as well as better retain what you have, I would recommend scheduling a time to meet with Lisa and or Dan to discuss if they can help."

- Wade Rowan, Sales Manager, ACT Business Machines, Inc.

Build Confidence

"Sandler has worked for me in a variety of fields: business to business (advertising), membership sales (BBB) and currently with in-home sales of custom built storage systems. Following this selling system provides confidence in my abilities and allows me to stay in control of many more sales opportunities and adapts easily to networking. I have been inspired by other training programs but never walked away with the tools that Sandler provides."

- Cynthia Olive, Closet Factory

Increase Quality Clients and the Bottom Line

"I used to be a sales trainer and took / taught SPIN Selling, Dale Carnegie Sales Advantage, etc. Sandler is the best I've experienced. Sandler Training helps you to more objectively engage clients and prospects. You will stop chasing everyone and focus on higher quality clients - the bottom line. The quality of our clients as measured by revenue and number of services provided has significantly increased - even in a down economy."

- Tom Wengler, SRC Technology Solutions

Consolidate the Selling Process - Get Results Quicker

"I have been in sales for many years and have been quite successful. Sandler Training has helped take me to the next level in performance. This has helped save so much time while still focusing on my client's needs. This program helps the sales person get to the point and consolidates the sales process; it gives you good structure. I would highly recommend Sandler Training."

- Karen Shostak, Director of Sales, Friends of the Festival

Increase Excitement, Motivation and Results

"We had never had professional sales training before but trusted them to deliver on their promise. They did deliver and our experience has sparked excitement, confidence, motivation, and continued results for our firm. I highly recommend Sandler Training as delivered by the Nausley's."

- Trip Farmer, CPA, Partner, Henderson, Hutcherson, McCullough, PLLC

LEADING WORLD-CLASS SALES, MANAGEMENT, & CUSTOMER SERVICE TRAINING

Rich History of Success

Sandler Training is a leader in innovative sales and sales management training. For more than 40 years, Sandler has taught its distinctive, non-traditional selling system and highly effective sales training methodology. Sandler Training addresses all three areas necessary for success—attitude, behavior and technique. Each training session is structured to meet each member's individual needs. Clients work at their own pace, to eventually achieve lasting behavioral change and master new skills. Since 1994, Entrepreneur Magazine has ranked Sandler as the No. 1 training company seven times, including 2005-2007.

Lasting Sales Performance Improvement

Sandler's training is designed to create lasting "performance improvement" rather than the motivational "quick fix" typical of many seminar-based training programs. "Reinforcement training," a system that combines quality materials along with access to ongoing training workshops and individual coaching sessions is used to build performance. Additionally, and unique to Sandler Training, ongoing face-to-face support and reinforcement is used to ensure that Sandler's proven sales method and the world's most successful selling system delivers sustained changes that produce lasting results.

Fulfilling Personal and Organizational Goals

Through continued support and follow-up sessions, Sandler Training helps sales professionals and management executives fulfill personal and organizational goals, from initial hiring decisions to performance evaluations, from building and executing strategic sales plans to motivating people to achieve them, from understanding information technologies to tailoring these powerful tools to support clients' specific opportunities.

Specialized Training for All Professionals

Sandler Training offers a wide range of specialized training programs, including:

President's Club Fundamentals and Advanced Sales Training

The President's Club is the backbone of the Sandler Selling System. Ideal for individual members and companies, the Sandler® trainer is constantly with you, providing coaching, encouragement, reinforcement and feedback as you learn to apply Sandler strategies and tactics to your business environment.

Customer Service Training

Quality Service: Defining It, Building It, and Sustaining It uses a total quality management approach to improving customer service that is effective for all levels of an organization. This program guides clients through the three phases of developing and implementing quality service, and concludes by helping them create their own action plan for excellence.

Negotiating with a Savvy Buyer

Prepares business executives to confidently enter into negotiations while understanding the other person's point of view. The course reviews tactics, strategies and techniques used by



buyers and sellers along with the psychology behind each. The course teaches you how to skillfully control the situation and effectively orchestrate win-win outcomes.

Professional Advantage

Sandler's Professional Advantage is a program for accountants, engineers, lawyers, attorneys, architects, and similar professionals who need to build a client base for their services. The program coaches clients on how to become comfortable, confident, and successful at selling themselves, their ideas, and services.

Upper and Mid-Level Management Training

Sandler Training understands that business success is directly related to the effectiveness of upper- and mid-level managers within an organization. Sandler's management solutions help managers at all levels become more effective communicators, better mentors and coaches, and competent managers of change.

In today's faster paced and more complex business environment, leadership is a fundamental success skill. For over 40 years, Sandler Training has helped business professionals develop, expand and refine their leadership skills. Our interactive and real-world based training has taught Sandler clients to:

- Better understand human behavior and potential
- Increase their courage, confidence and self-esteem
- Become more effective communicators
- Inspire and bring out the best in others
- Learn to set meaningful goals and develop plans for achievement
- Establish a framework for making better decisions
- Implement processes to effectively manage their time and other resources
- Achieve increasingly more difficult goals in shorter periods of time



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