



## Contact Information - Who Gets Lead Referrals

Date: April 25, 2014  
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Email to send leads to: franchising@sandler.com  
Website: www.sandler.com  
FranNet Referral Fee: \$24,000  
Promotion: N/A

## Business Basics

<b>Industry</b>	Sales and Management Training	<b>Year started franchising</b>	1983
<b>Year business started</b>	1967	<b>Franchise units open</b>	249
<b>Number of Company units open</b>	0	<b>Investment Range \$</b>	\$83,150.00 - \$100,125.00
<b>Franchise fee \$</b>	\$73,000	<b>Required liquid capital \$</b>	100000
<b>Required net worth \$</b>	150000	<b>Royalty</b>	\$1,160 at month 9
<b>Industry size \$</b>	7.6 Billion	<b>Available in Canada/ Internationally</b>	Yes/Yes
<b>SBA Registry?</b>	Yes	<b>VetFran/Minority Fran</b>	Yes/No
<b>Offer Group Health Insurance?</b>	No	<b>State Registrations</b>	All States
<b>In House Financing?</b>	No	<b>Buyer Motives</b>	A/E

Currently not offering franchises in: See "Closed Territories" list at end of document

# **Business Features**

## **Who We Are**

A proven sales and management training program for small- and mid-sized companies to Fortune 500 corporations for over 40 years, Sandler Training is the leader in innovative sales and sales management training, and the only training organization in the world that offers consistent, ongoing instruction. We have over 245 training centers in major cities throughout the country and around the world, offering instruction in nearly 30 languages.

*Entrepreneur* Magazine has ranked Sandler as the No. 1 training company eleven times including 2014.

Franchise Business Review ranked Sandler #11 of the Top 50 Franchises for Franchisee Satisfaction in 2014.

We champion honest, no-nonsense consultative sales and management techniques that get results while preserving the individual team member's self-respect. Our philosophy embodies a comprehensive approach to selling, the mastery of revolutionary technique and an entirely new attitude toward the sales and management processes.

Sandler not only provides the initial and advanced selling strategies and tactics needed to excel, but our training enables people to develop the attitudes and implement the behavior necessary to reach the highest levels of success.

## **What We Do**

Our training is designed to create lasting "performance improvement" rather than the motivational "quick fix" typical of many seminar-based training programs. To help you accomplish your goals, Sandler provides "reinforcement training," a system that combines quality materials along with access to ongoing training workshops and individual coaching sessions. Through our local training centers, we provide continuing face-to-face support and reinforcement of the world's most successful selling system.

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

# **Get Started**

The demand for quality sales training has rarely been greater than it is today. Large U.S. corporations currently spend \$7.6 billion a year on improving the skills of their salespeople. This makes salespeople the third most trained group of employees after executives and managers. Through Sandler, you can tap this vast market—and beyond.

## **Function of the owner/daily tasks**

Sandler Franchisees spend their time doing 3 things

1. Finding clients – This is accomplished through E-mail and Direct mail campaigns, Networking speeches, Radio, Newspaper, and a personal Web Site.
2. Working with clients to determine if Sandler Training is a fit to cure their problems
3. Running public and private training classes using Sandler material

## **Desired background of prospects and Ideal candidate**

The perfect candidate for Sandler is someone who "loves to sell and likes to train".

They probably were a V.P. of sales or a National accounts sales manager or a front line sales person. There people are normally B to B salespeople and not retail oriented.

These characteristics normally fit our franchisees:

- I love to train and help other people grow.
- I have a passion for sales.
- I no longer fit the "corporate" mold.
- I am a good team player and also enjoy my independence.

- I am trainable.
- I am willing to follow a proven system.

### **Is there an Earnings claims?**

Sandler does not give earnings claims but clients will get great validation from Sandler franchisees.

### **Number, type of employees**

Although there is no requirement to have employees, most franchisees hire an administrator and at least one sales person after they have been in the business one year. The most employees would be 5.

### **Territorial protection and Description of territory**

There are no exclusive territories but Sandler does limit the territory to 1 franchise for every 500,000 population in a state.

### **Are there any territories that are sold out?**

The chart below shows the closed territories. This is normally done by three digit zip codes.

### **In which states are you registered/not registered?**

We are registered in all states

### **Competitive advantage of the product / service**

Sandler is the only training company that offers ongoing training and support through their “President’s Club Program”. Sandler is 180 degrees from traditional selling.

Through the Sandler National Advertising campaign, the Sandler name is becoming known worldwide.

### **Franchisor support: initial training, on-going support, help lines, field support, annual meetings, advertising, central purchasing etc.**

Eight days of initial training are provided in Baltimore. Tri-annual conferences with all franchisees in Baltimore, Orlando or Las Vegas three times a year. International training in UK. Regional training in your area. Assigned coach in the home office to communicate with 24/7.

### **Financial strength of franchisor**

The company is a privately held corporation owned by David Mattson. The company is in good shape financially and discloses three years of audited statements in its current FDD.

### **Management strength**

Sandler Training is headed by CEO and President David Mattson. Other key executives include Ron Taylor (Vice President-Franchise Development), Michael Norton (Executive Vice President-Global Accounts), Brian Sullivan (Vice President of Global Implementation-Global Accounts), Tony Gostonski (Vice President-Finance), Shannon Haaf (General Counsel), Steve Howell (Vice President-Operations), Kathy Szpakowski (Vice President of International Operations and Franchising-Operations), Margaret Stevens Jacks (Executive Vice President-Legal and Administration), and Rachel Miller (Vice President-Communications and Publications).

### **Prospects perception of the company (what concerns will surface)**

Prospects always leave our Discovery Day feeling that they have seen a very mature and well – polished business. Issues and Ambushes always arise and will be discussed in that section.

### **Number and % of Multi-Unit Owners**

Less than 1%.

### **Are you interested in expansion outside the U.S. and if so, where?**

We are currently in 29 countries and always looking to expand.

### **Are you currently available in Canada?**

Yes – We currently have 19 franchisees in Canada but have room for many more.

### **Closed Territories**

U.S.:

California –	Fresno, Irvine
Colorado –	Boulder, Denver, Loveland
Connecticut –	Danbury, Stamford
Florida –	Ft. Myers, Jacksonville, Sarasota
Georgia –	Northern Atlanta, Augusta
Idaho –	Boise
Illinois –	Springfield
Indiana –	Evansville
Kentucky –	Louisville
Louisiana –	Baton Rouge, New Orleans
Maine –	Portland
Massachusetts –	Springfield
Minnesota –	St. Cloud
Missouri –	Columbia, Springfield, St. Louis
Nebraska –	Omaha
New York –	Long Island, Syracuse
North Carolina –	Charlotte, Durham, Greensboro, Raleigh
Ohio –	Cincinnati
Oregon –	Bend, Eugene, Salem
Pennsylvania –	Altoona, Philadelphia, State College, York
South Carolina –	Columbia, Greenville
Tennessee –	Chattanooga
Texas –	Ft. Worth
Virginia –	Richmond
Washington –	Olympia
Wisconsin –	Wausau

Canada:

Alberta –	Calgary
British Columbia –	Okanagan
Manitoba –	Winnipeg
New Brunswick –	Moncton
Nova Scotia –	Halifax
Ontario –	Cambridge, London, Milton, Ottawa

## **Recession Resistant**

- No matter what the economy is like, we will always need highly trained salespeople. We are recession

## Issues and Ambushes

### **There are already Sandler franchisees in my territory.**

We put one franchise for every 500,000 population in a state. We then limit the franchisees to one for every 500,000 population in a primary area. We have several areas where the last person in an area was “rookie of the Year” for the U.S. Boston with 8 franchisees and Philadelphia with 7 are good examples.

### **The Economy is tough**

In a down economy, many companies are being pro-active and training their existing sales staffs to give them the slight edge they need to overcome hard economic times.

### **I want to do “coaching”**

With Sandler, you will start off training front line salespeople, then move to management, before you are finished you can be coaching CEO's and Presidents, all under the Sandler umbrella.

### **How quickly can I make money with Sandler**

Although there are variations, we believe that each new franchisee should have 6 to 9 months of living expenses set aside to start the franchise.

## Hooks and Hangers

There are two things that make Sandler different from anything else in our industry.

1. We are the only training franchise that does ongoing reinforcement training. This is how franchisees treat their clients and it is how we treat our franchisees. Seven Sandler coaches are available to answer any questions that franchisees are dealing with. They are truly “in business for themselves but not by themselves.”
2. Sandler has one of the lowest turnover rates of any franchise in the service industry. We are currently at an 8% turnover rate. That includes franchisees that choose to sell their business.

## Franchisor Candidate Sales/Discovery Day Process

1. **Introduction call** is made by Ron Taylor within 24 hours of receipt of the Frannet lead to schedule a 30 minute first call.
2. Electronic brochure or hard copy brochure is sent to prospect after first call.
3. **Follow up call** is scheduled one week after first call. This call includes answering questions, giving names of Sandler franchisees for validation and sending an electronic FDD.
4. **The third call** is 3-5 days later. On this call we either close the file or schedule a Discovery Day at the Sandler home office in Owings Mills, MD. The Discovery Day should be scheduled within three weeks of the first call.
5. **Discovery Day** is a whole day at the Sandler headquarters. At the end of the day we find out on a **1-10 scale** where the prospect is.
6. After leaving Baltimore the client does more validation with Sandler franchisees.
7. The **franchise contract** is sent to the prospect once we receive all incorporation papers.
8. The prospect sends back the contract with check for \$73K and schedules **8 day Initial training** in Baltimore.
9. Process usually takes 7-9 weeks. First call to Discovery Day / 3 weeks, Discovery Day to Franchisee / 4-6 weeks