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You don't learn how to win by getting a "yes", you learn to win by getting a "no" Rule #27 When your foot hurts, you are probably standing on your own toe Sell today, educate tomorrow... don't give a monologue When all else fails, become a consultant When prospecting go for the. Get started. Pricing Log in. Discover.

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Dave Mattson, CEO and President of Sandler, delivers this fresh and often funny guidebook, filled with real-world tactics for successful prospecting, qualifying, deal-making, closing, and referral generation. These forty-nine unforgettable rules are the basis of Sandler's unique sales training and always easy to put to use.

### **Sandler Rules | Sales Tips | Sandler Training**

In *The Sandler Rules for Sales Leaders*, David Mattson, CEO of Sandler Training, offers 49 timeless, proven principles for effective sales leadership, based on the Sandler Selling System. The book is the sequel to the Wall Street Journal bestseller, *The Sandler Rules*, also authored by David Mattson.

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