



# The Sandler Rules: Forty-Nine Timeless Selling Principles... and How to Apply Them

*David Mattson (Adapted by)*

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When salespeople know the rules, they get results. All prospects lie, all the time. Never ask for the order. Get an I.O.U. for everything you do. Don't spill your candy in the lobby.

Until now, these unique rules (and 45 more) were given out only to Sandler Trainingsm clients in special seminars and private coaching. After three decades of proven success, the secrets are out in The Sandler Rules.

Using Eric Berne's Transactional Analysis, Mr. Sandler devised a selling system and distilled 49 unforgettable rules that are frank, sometimes fun and always easy to put to use. Sandler Training CEO David Mattson, co-author of Five Minutes with VITO, delivers this fresh and often funny guidebook, filled with real-world tactics for successful prospecting, qualifying, deal-making, closing and referral generation.

## The Sandler Rules: Forty-Nine Timeless Selling Principles... and How to Apply Them Details

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# **From Reader Review The Sandler Rules: Forty-Nine Timeless Selling Principles... and How to Apply Them for online ebook**

## **Rob Ciampa says**

Great sales book. Also a must read for marketers, customer service, MBA students.

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## **Terry Koressel says**

This book originally got my attention when I learned that David Sandler developed his "rules" for effective selling on transactional analysis (I'm Ok. You're Ok.) I was introduced to transactional analysis early in my career as a business manager and it has a profoundly positive impact on me. A selling methodology based on transactional analysis was intriguing. The book was decent....David Sandler's "rules" are thought-provoking, organized and practical. On the other hand, I did not feel that the approach was ground-breaking or even unique. In the end, I viewed it as just another run-of-the-mill book on sales technique. Average, but not great. I have read better and more effective sales books.

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## **Ben Cole says**

David Sandler selling principles are timeless. The "buyer/seller" dance is worthy of study if you are at all involved in the sales world. This book handles the job of applying these principles extremely well. It is the type of book that you keep near your desk at all times. I find (like I imagine all salespeople do from time to time) that I can get complacent in my sales techniques and this book brings me back to a more carefully thought out strategy for myself and my customers.

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## **Oliver English says**

Easy to read, short actionable chapters, filled with super good advice.  
A must for any sales people or anyone selling their own services.

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## **Joel Ungar says**

Excellent review of the Sandler Sales System.

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## **Tracy Antol says**

There are sections of the book that I got a lot out of but others that just left me cold. Perhaps I need to read the published date but I felt like the Columbo reference was a little dated. I get the idea of asking questions

in an unassuming way but I don't think you need to appear as a bumbling fool to get it. This probably works for some. I should try it but I fear it may come off insincere for me.

Of COURSE the book opens and closes with a DISCLAIMER: In order to get the most out of this book you should hire a Sandler trainer. And a link to website with a "free" membership of some sorts. I guess I should expect that but it's a bit of a turnoff.

I did like the recommendations for recapping a meeting, the definition of prospecting and the recommendation to essentially shut up and listen. It's amazing what people will tell you when they are permitted to talk. Get your ego out of the way.

I short read with some good advice so I would recommend it but skip over the sections that make you roll your eyes and throw up in your mouth a little.

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### **Alex Offer says**

Necessary basic knowledge for any sales person.

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### **Garrett Doan says**

The bible for any sale professional

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### **Richard Gowan says**

If I could add another star, I would. This book is THAT great. This is one of the three books I find myself picking up from time to time and re-reading sections of. A lot of Sales (like life) is creating good habits, and by following the "Rules" David Sandler lays out, you will find your efforts are rewarded with greater frequency as your good habits develop. I can't say enough good things about this book; it ought to be issued to every high school student in America.

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### **David Mrozek says**

For every seasoned sales professional out there, this is a must read. Not because it introduces any new ideas or any new methods, but because it presents in a way that just plain makes sense. Most of us have been in the situation where we walked out of a prospects office and said to ourselves "Got it". How surprised we were to find out the prospect took our recommendations, gave them to his current provider, and never returned a call. In short, we got rolled. The thing this book does is makes you aware of the game that goes on between a prospect and a sales person and how the rules work. Next, it brings to the forefront the idea that every appointment isn't necessarily an opportunity. Prospects are more than willing to pump you for your time and expertise with no intention of ever doing business with you. Once you recognize what's happening, you can make a decision whether to continue getting used or to move to the next opportunity.

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## **Calin says**

I have been familiar with the Sandler Methodology and Rules for more than a couple of years so naturally, I was looking forward to reading this book. If you talk about the book only, it's quite light and it felt more like a list of rules than a book. I was expecting more insights and details on each rule rather than 2/3 pages on each rule plus an exercises task. The exercises task are good and involve a lot of self-reflecting.

Overall I gave it 4\* for the bigger picture in which this book fits in but again, as a book itself, it's not worth the price tag at all; you can probably download somewhere the list of rules and save yourself some money.

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## **Joshua says**

very insightful content. More than just the sales book. Like the man who give it to me, Joe Marr, the book really doesn't teach you about selling but more it teaches you about how to best sell yourself.

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## **Kelly Harman says**

This is a must read for everyone interested in a career in sales. When I first attended Sandler Sales Training, I was one of the worst performers in the company. One quarter after completing the course I was in the top five, and remained for my entire sales career.

I have given this book to many young college grads who were starting their career in sales. Without exception, every single one of them came back to thank me profusely for the gift. The book has had a profound impact - yet each of its tenants is so simple you end up slapping your forehead.

If you are in sales, read this book.

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## **Leonardo Campos-moya says**

Great book. Everyone involved with some sort of human interaction (i.e. sales, project management, personnel management) should read this.

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## **Jake says**

A must-read for any professional salesperson, and a concise refresher to anyone familiar with/employing the Sandler system. No other sales book packs as much valuable knowledge in a single volume. Most actually include very little useful information. But each of the Sandler rules are absolute gold for the sales professional looking to stay at the top of their game.

