



Sandler Training®

BUILD ON THE LEADERSHIP OF SANDLER TRAINING

canadafranchising.sandler.com

431-998-3702

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BE A PART OF SOMETHING **BIG**

JOIN SANDLER TRAINING

and you become part of a global network of sales and management trainers with hundreds of training centers throughout the world.

You are also at the forefront of a business niche that is growing exponentially, with the support of a pioneer and leader in the training industry.



**BUSINESS COACHING
WAS LISTED AS ONE OF THE
HOTTEST TRENDS
IN FRANCHISING**



Entrepreneur
MAGAZINE'S
2014 **FRANCHISE**
500
JANUARY 2014



“

It's a great time to own a Sandler® franchise. Our economy needs additional sales from companies in order to spur growth. And in order to generate those sales, you need good quality people — well-trained, capable of servicing the client's needs. What better system than Sandler to do that?

”

Rich Gorman

Sandler Training® Franchise Owner

TAP INTO A \$59.7 BILLION INDUSTRY*

A recent industry report paints a positive picture for sales training professionals. Despite a less than stellar business environment, total 2011 U.S. training expenditures were up 13%, to \$59.7 billion, with 32% of respondents reporting that their training budgets had increased.** In 2011, spending on outside products and services, defined as external vendors and consultants, jumped more than \$2 billion to \$9.1 billion.***

As a Sandler Training® Franchise Owner, you are perfectly positioned to capitalize on this rapidly growing market and reap the rewards, on your own terms, with your own franchise business.

*trainingmag.com, November/December 2011

**The training expenditures include payroll and spending on external products and services. The training budget figure was calculated by projecting the average training budget to a weighted universe of companies, using the Dun & Bradstreet counts of U.S. organizations with more than 100 employees.

***These figures include all products, services, technologies, off-the-shelf and custom content, and consulting services.

THE SANDLER ADVANTAGE: RECURRING REVENUE STREAMS



Our tiered business model, based on reinforcement, gives our Franchise Owners the opportunity to garner recurring income from a wide array of client services.

Sales Mastery is the backbone of the Sandler Training® business model. Franchise Owners begin their business by offering public training to front line salespeople, business owners, and managers in a public forum. **Sales Mastery** can jump start and then sustain your business by providing loyal clients and business referrals.



“

We can compete with any sales training organization and walk away with a win because of the depth of experience and expertise we have throughout the organization.”

Matt Neuberger

Sandler Training® Franchise Owner

Franchise Owners can build their business offering **private sales and management training** at the client's location. Over time, you can expand your services throughout the organization and take on more of a business consultant role.

Sandler Training® Franchise Owners also serve as an important **network of referrals** with companies that have multiple locations and need training in your area.

Sandler Training's **Global Accounts Division** can help Franchise Owners service and support large multinational corporations with multiple locations. Sandler has international reach with a local touch.



BE IN BUSINESS FASTER. GROW YOUR BUSINESS SMARTER.

**UNLIKE OTHER
FRANCHISE MODELS,
SANDLER TRAINING
FRANCHISE OWNERS
DO NOT PAY A PERCENT
OF SALES, BUT RATHER
A FLAT MONTHLY FEE
BASED ON TENURE. THIS
HELPS YOU MAINTAIN
CASH FLOW AS YOU
BEGIN YOUR BUSINESS.**

Most Sandler Training Franchise Owners begin their business drawing on their existing contacts in the business world. At this point, your business can be conducted from a home office, networking with your circle of contacts.

As you take on clients for your **Sales Mastery** —typically six months after you start—you can rent office space to conduct your public training and perhaps add an administrative support person. Then as you grow, you can add additional trainers and staff to support the business. This scalable business model gives you the flexibility to start in business without significant cash outlays.

POWERFUL SUPPORT SYSTEM

An intensive **8-day Initial Training** at Sandler Training® Corporate Headquarters in Owings Mills, Maryland.

A dedicated **Personal Business Coach** who is available to provide continuous support as you start and grow your business.

The opportunity to attend **three Sandler® conferences a year**, attended by hundreds of our Franchise Owners, their associates, and business clients. Our conferences are your chance to learn from experienced Franchise Owners and network with them to garner referrals.

Marketing materials to help you generate leads, build your business, retain your client base, and a comprehensive initial inventory to help kickstart your business.

Customizable website templates that link off our corporate site to help drive business to your location.



SANDLER TRAINING RANKED WELL
ABOVE AVERAGE
IN OVERALL FRANCHISEE
SATISFACTION

FranchiseBusiness**REVIEW**

BE IN CONTROL

OF YOUR FUTURE

- » Would you like the freedom to shape your own destiny?
- » Do you like working in a corporate environment but want to achieve your own goals—on your terms?
- » Sandler Training may be just the opportunity you've been looking for.

Our current Franchise Owners talk about the tremendous potential for growth that a Sandler® franchise affords them. They brag about finally achieving the work/life balance they didn't have while climbing the corporate ladder. And they rave about the financial freedom they now enjoy with Sandler.

MANY FRANCHISE OWNERS
REFER TO SANDLER AS A
**LIFESTYLE
BUSINESS**



“ I came out of corporate America and bought a Sandler® franchise because I wanted to control my destiny and have influence over my income and my lifestyle. ”

Mark McGraw

Sandler Training® Franchise Owner

**ASK YOURSELF IF THESE CHARACTERISTICS FIT YOU.
IF THEY DO, IT'S TIME TO TAKE THE NEXT STEP.**

- ☒ **I have a passion for sales.**
- ☒ **I love to train and help people make a difference in their lives.**
- ☒ **The corporate rat race is no longer satisfying for me.**
- ☒ **I want to control my future.**
- ☒ **I want to control my income.**
- ☒ **I want to spend more time with my family.**

**Franchise Owners should have a net worth of \$150,000.
The U.S. franchise fee is \$73,000.**

**Take the next step. Call 431-998-3702 or
email us at keith.bruch@sandler.com today.**



Minnesota franchise registration number F-1083.

For New York residents: This advertisement is not an offering. An offering can only be made by a prospectus filed first with the Department of Law of the State of New York. Such filing does not constitute approval by the Department of Law.

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