



Last Update December 1, 2009

CONTACT:

Name: **Ron Taylor / Vice President of Franchising**

Address: 300 Red Brook Boulevard, Suite 400, Owings Mills, MD 21117

Phone: 800-669-3537 ext: 2033

Fax: 410-358-7858

E-mail: franchiseinfo@sandler.com

Website: www.sandler.com

Secondary contact (if needed)

Name: **Jennifer Willard / Administrative Assistant, Franchising**

Phone: 410-559-2005

Toll free: 800-669-3537 ext: 2005

Fax: 410-358-7858

Email: franchising@sandler.com

Website: www.sandler.com

ADDITIONAL INFORMATION:

[Sandler Training 'Closed Territories'](#) (Effective: October 16, 2009 / click on the link to view / download the document)

[Sandler Training 'February 11, 2009 Webinar' slide presentation](#) (Effective: February 2009 / click on link to view / download the slides)

[Sandler Training 'At a Glance'](#) (Effective: February 2008)

DESCRIPTION:

- #1 Rated Training Franchise by Entrepreneur Magazine (2006, 2007, 2008)
- Ranked Top 25 High Performing Franchises by The Wall Street Journal (Feb. 2008)

Recently named the Top Sales Management Training Franchise for the 5th time by Entrepreneur Magazine, The Sandler Sales Institute has been providing top-notch innovative and effective sales and sales management training to clients in the U.S. and Canada for almost two decades. You can be a part of this respected network of trainers, and own a business in which your earning potential is directly related to your enthusiasm and dedication.

BACKGROUND

Established: 1983

1st Franchised: 1983

Franchised Units: 195 plus 28 International Master Franchisees

Company Owned Units: 0

Projected New Units (12 Months): 22

Registered: All

States or Geographic areas that is not presently available for a franchise:

South Western, CT., Jacksonville, FL., North and west suburbs of Chicago, IL., Louisville, KY., The state of Massachusetts, Portland, Maine, St. Louis, Missouri, The state of New Jersey, Westchester County New York, Syracuse, New York, Cincinnati, Ohio, Dayton, Ohio, Central Pennsylvania, State of Rhode Island, Columbia, SC. and Knoxville, TN.

FINANCIAL/TERMS

Cash Investment: \$68K

Total Investment: \$77K - \$93K which includes the franchisee fee and working capital / Canadian Franchise Fee: \$68K (Canadian)

Minimum Net Worth: \$100K

Franchise Fee: \$68K

Royalty: \$1,160 at month nine

Average # of Employees: 2

Passive Ownership Allowed: Possibly, as long as certain qualifications are met.

SUPPORT & TRAINING PROVIDED

Financial Assistance Provided: No

Site Selection Assistance: Yes

Lease Negotiation Assistance: No

Co-Operative Advertising: Currently have co-op advertising including 3 PGA golfers.

Training:

Eight days of initial training in Baltimore covers three main areas: 1. How to find clients 2. What to do when you are in front of clients. In other words how do you get business using the Sandler system of selling. 3. How to train people to use the Sandler selling system.

Coach assigned to work with throughout the duration of the franchise. 3 'Train-the Trainer' conference sessions in Baltimore each year.

[Back to Franchisor Listings](#)