

Sandler Selling System

Instructor . Darren Cecil, San Diego Sales, Inc.

What graduates of the course are saying...

Kimberly Sitz, *The Cydio Group, Inc.*

This class had very valuable information and strategies; it was unlike any other class or book I have read on Sales. Darren has a great command of his subject matter, and is able convey it quite effectively. His delivery and presentation were exceptional, and I found the information insightful, fascinating, and practical. I would highly recommend this class to any small business owner or salesperson. Thank you for this class - it was well worth the time!+

Beth Corson Wessel, *CPA, Boardwalk Advisors, LLC*

Darren's advice and counsel through the sales training classes was invaluable for me in running my business and dealing with prospective new clients. He taught me how to change my approach completely and to really understand where the clients are coming from rather than throwing my pitch all over them and trying to impress them with my background. He's brilliant as an adviser and he definitely is someone who has earned my respect and admiration. His lessons and wisdom continue to ring through to me as I go about my business each and every day.+

Mike Gulitz *Chief Executive Salesman, Marketing Pro Consulting*

I want to personally thank you and the Chamber of Commerce for the 10 Week workshop that I participated in the Fall of 2008. I attend numerous business development and personal development events each year, but the highlight for 2008 was learning about the Sandler Method with my new sales mentor, Darren Cecil. Not only was the content relevant and current, but Darren has the rare ability to keep the entire class engaged and asking for more. The techniques that I learned with Darren have made a definitive, positive impact on the way MPC presents our products, overcomes objections, negotiates deals and closes business.

I've created some great relationships with some of my Sandler classmates, which makes the investment that much better. Since the San Diego Chamber is only as strong as its member partners, I would recommend this training to any other businesses that are interested in not just surviving the next 5 years, but are committed to thriving.+

Timothy B. Chesser *Franchise Owner, CertaPro Painters*

I just wanted to comment on the sales training class sponsored by the State and Chamber. First, thanks for providing these types of courses. It shows a very progressive leadership to get this training to chamber members. The course, with Darren Cecil, was excellent. Darren did an outstanding job of sharing the basic methodology of the Sandler Institute and personal experiences. He kept the class very engaged.

As you know, Darren is a very likeable guy which made it easy to approach him with questions and to get help. In addition to his top-notch public speaking skills, Darren really seems to care about helping people. Many presenters have such big (and obvious) ulterior motives that it's painful trying to get through their seminars--not with Darren though. It was a fun, interesting and valuable course.+

Katherine Chapin, *Health Savings Associates Insurance Services, Inc.*

As a small business owner, I've been exposed to several types of classes and workshops on business and sales development. The Sandler Sales series was by far the best I've attended, and I must add that it was mostly because it was presented by Darren. His understanding and insight into sales and human psychology is rare, and his ability to make the material enjoyable, funny and memorable is unparalleled. I was so impressed that I had Darren come and speak at my office to my 9 employees. I also helped organize our class to continue our training past the 10 weeks as a President's Circle year-long class.

Particularly in light of these economic times, I would recommend this class to all business owners, large and small. In fact, I strongly suggest offering it as a permanent, on-going workshop for San Diego Chamber members. Darren should be the "go-to" guy for businesses in San Diego.

PS - I recently met a San Diego business owner, whose business I greatly admire. I met with him one day for lunch, and asked him about his business model, his great sales team, and how he grew so quickly. His answer (which shouldn't have surprised me, I guess) was that he religiously followed something called "The Sandler Sales Technique" and that it was something I should "check out".