

We Are Market Leaders.

**In a recent nationwide survey
commissioned by Sandler Training,**

senior-level executives identified Sandler as providing the best value among companies that offer professional sales training services. Alan Newman Research conducted the independent market survey to assess brand awareness and perception of Sandler and other companies that offer professional sales training services. Participants in the survey also recognized Sandler as an industry leader in trustworthiness, favorability, and other categories.

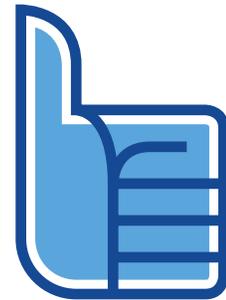
We Are Well Known.

The survey identified Sandler Training as one of the most familiar names in the industry. When participants were asked to name two or three companies that offered sales management training to sales professionals, Sandler Training placed second to Dale Carnegie.



We Are Favorable.

Sandler proved to be a leader in the favorability index. Of those participating in the survey, 91% had “very favorable” or “somewhat favorable” opinions about Dale Carnegie, compared to 90% for Sandler, 88% for Huthwaite, and 80% for Achieve Global.



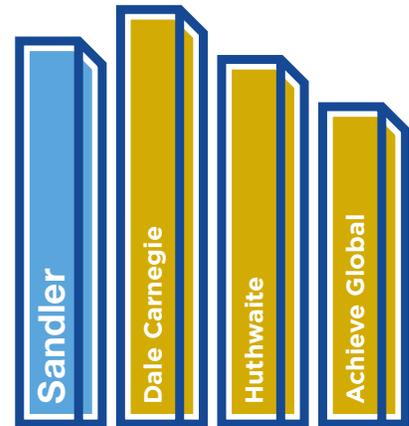
We Are Reputable.

Participants designated Sandler as one of the most reputable companies that provided sales and management training. Of those polled, 68% named Sandler among the best in the industry.



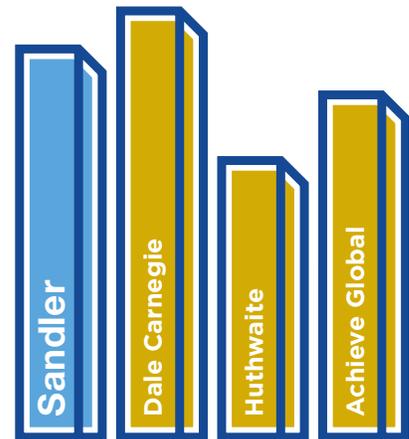
We Keep Promises.

In the survey, 72% of the participants said they “completely agree” or “somewhat agree” that Sandler Training delivers on promises. In this category, Sandler ranked ahead of both Huthwaite (71%) and Achieve Global (64%).



We Are Trustworthy.

Sandler placed second to Dale Carnegie when respondents ranked companies in terms of trustworthiness. Of those who took part in the survey, 74% gave Sandler Training “very favorable” or “somewhat favorable” ratings, compared to 82% for Dale Carnegie, 69% for Achieve Global, and 58% for Huthwaite.



We Are Valuable.

Sandler Training ranked #1 among respondents who “completely agreed” that it offered the best value among named competitors. Of those surveyed, 26% “completely agree,” and 35% “somewhat agree” that Sandler offers a good value for return on investment.



Research and Demographics.

Alan Newman Research, a market research firm in Richmond, VA, conducted the national survey from October 18 to 25, 2010.

Eligible participants had input into company decisions regarding sales training, and worked for companies with sales personnel on staff. They worked for employers that had used, or considered using, external sales training within the past three years.

After screening, 485 qualified respondents took part in the survey. The majority were age 45 or older (65%) and predominantly male (72%). They worked for a wide variety of industries, including banking and finance, manufacturing, real estate, insurance, service, retail, and information technologies. Most were affiliated with companies that had five or more salespeople (71%) and annual revenues of \$5 million or more (64%).

About Sandler Training.

Sandler Training is a leading provider of sales and sales management training, with over 225 offices around the world. The company specializes in reinforcement training, a system that combines quality materials with access to ongoing training workshops and individual coaching sessions. Sandler has achieved the #1 ranking for training programs in *Entrepreneur Magazine's* "Franchise 500" nine times since 1994—most recently in 2010.

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