

New Sandler Training Centre Opens in Calgary

CALGARY— Business owners, executives and salespeople in Calgary now have a source of innovative sales and management training through the Sandler Selling System(SM) taught by Hamish Knox.

The unique sales system founded by David H. Sandler almost five decades ago is used worldwide by small- and medium-sized companies and Fortune 500 corporations. It is based on reinforcement training, changing attitudes and behaviors, and a new selling methodology. It is not a 'quick fix' solution but a lasting change through classroom-based training delivered once a week.

Knox, a Calgarian since 2004, joined the internationally acclaimed, award-winning sales and management training network in January 2011.

He sees great opportunity for southern Alberta salespeople to enrich the way they approach their profession.

"Sandler Training is an incredible tool that will improve upon a sales force's existing skillsets to help them shorten sales cycles and separate suspects from prospects quickly," says Knox.

Knox first learned of the Sandler Selling System(SM) one year ago when he stumbled across their blog.

He instantly knew it would change the landscape of sales in Calgary and area.

"We have a vibrant business climate in Calgary," he says. "As a leader in sales training, Sandler gives me the opportunity to offer an innovative range of sales development skills to help my clients transform their sales cultures, improve their performance and achieve a positive effect on their bottom line."

Knox leaves a successful position with CNW Group as Senior Account Executive, Strategic Accounts. He had been with CNW for 13 years, developing new business opportunities across Western Canada.

Knox earned CNW's top award, Salesperson of the Year, in 2008 and was CNW's Top New Business Development Account Executive in 2010.

"I'm looking forward to combining my experience with what I've learned through the Sandler Selling System(SM) to deliver a selling system to Calgary companies that has been adopted by some of the most successful companies in the world," he says.

Sandler Training is the leading provider of sales and management training with over 200 training centres around the world. The company provides a full range of sales and management training programs, with powerful coordination and customization benefits throughout its extensive worldwide franchise network.