

# The Training Resource Group



## **Businesses Turn to Leadership and Sales Training to Face Challenges After Layoffs**

*New Sandler Training Book Sells Out During Pre-Release on Amazon.com*

PHILADELPHIA, PA (March 9, 2009) - In an effort to reduce costs, many companies must do the inevitable--reduce headcount. So, what next? After cuts have been made, managers may feel ill-equipped to deal with the aftermath. Business leaders are turning to leadership training programs like those offered by Sandler Training for guidance to help equip managers with a new skill set to handle, move on and meet company objectives. In fact, Sandler Training® partners across the globe say that specialized leadership training could hit double-digit growth over the next year as companies struggle to manage, after the layoffs. As another sign of the economic times, Sandler has seen an overwhelming response to its new book, *The Sandler Rules: 49 Timeless Selling Principals and How to Apply Them*, which has already sold out during its pre-release on Amazon.com, ranking #1 in the Sales Category, #2 in the Sales and Marketing Category, and #3 in the Business and Investing Category. The book sold a record breaking 17,000 copies in a single day.

“Layoffs bring a unique set of problems which require specific management skills. Leaders need to be armed with real life strategies and tactics to deal with the huge challenges ahead,” says Dave Mattson, CEO of Sandler Training. “In addition, the response to the new book speaks volumes that companies are hungry for information that will ignite their sales as never before,” Mattson also says. Mattson offers these tips for managing after the layoffs:

**Over Communicate.** A communication plan is essential. It is important to communicate immediately to the remaining employees the essentials of what actions the company has taken using straight communication and establish where the company is going. Employees need to be able to ask questions in a safe environment so that issues can be put on the table and people can move on. A leader’s goal should be to reduce anxiety, let people flush out emotions and establish trust. A company’s message must be consistent and reinforced over time. This comes with communicating clearly with tonality that not only makes sense to employees, but sets the mood for the months to come.

**Involve People in the Process.** Include your teams in dialogue about your process. Talk about the reality of what factors you can and can not control to involve teams in the process so that people can help

## **About The Training Resource Group**

The Training Resource Group was founded in 1994 by Chuck and Helene Polin when they purchased a Sandler Sales Institute franchise. For over 14 years, TRG has successfully worked with companies and individuals to help them learn the critical skills that are necessary to increase sales, profits and productivity. Today, The Training Resource Group, offers ongoing, reinforcement coaching for local companies and individuals through weekly training sessions and one-on-one coaching. In-house training programs are custom designed and are delivered at the company's choice of location.

For companies with multiple locations, we are linked to a network of professionals, who can deliver your program simultaneously in all of your offices, coast to coast. This service allows national clients the opportunity to benefit from a consistent, well produced, and well executed program design.

## **About Sandler Training**

Sandler Training is the leading provider of sales and management training with 225 licensed trainers throughout the U.S. and internationally. The company provides a full range of sales and management training programs, with powerful coordination and customization benefits throughout its extensive franchise network. Among its many achievements, Sandler has been awarded the #1 ranking for training programs by Entrepreneur Magazine eight times since 1994, including the past three years (2006, 2007 and 2008). The company website is located at [www.sandler.com](http://www.sandler.com)

##

For more information contact:

Evan Polin

The Training Resource Group

215.320.4651

[evan@trainingresourcegroup.com](mailto:evan@trainingresourcegroup.com)

*©Sandler Training 2009, All Rights Reserved.*

co-create tactical implementation in the process. Leaders should help employees detail how their individual goals translate into company goals. This does a couple of things. It give employees ownership, a sense of control, and power to be part of the solution; and motivation to get to the next step, and go that extra mile. Put tactical elements in 90-day window increments so that adjustments can easily be made and it is easier to track. This also stages goals into shorter bursts so that teams can see the results of their actions in an ongoing way to keep the momentum going or so that changes can be made.

**Re-examine the Process.** Take inventory. Workforce reductions mean that employees may have new responsibilities. Does the company still have the right people doing the right jobs for today's climate? Are they trained for their current position effectively? Maybe they need additional training for their new and/or increased responsibility. Since you must maximize or make the most of every opportunity, leaders must find repeatable processes that work, a company playbook if you will. When every effort is made to improve the bottom line, companies can forget that what gets them to the bottom line are their people.

**Have an External Contact Plan.** Leaders should be involved directly with clients and customers. In a time when jobs are shifting, the worst thing a company can do is rely too heavily on letting their sales force manage all of the company's relationships. When one sales contact exclusively manages these relationships, many times their relationship is with people at the company, not with the company itself. When and if those contacts change jobs or leave, your company is in danger of losing the relationship. Leaders should be involved at making check-in calls with key clients beyond those relationships. After major company changes, make sure to use this contact plan to communicate with key clients, vendors and suppliers.

### **About Dave Mattson**

David Mattson is the CEO of Sandler Training. Since 1986 he has been a trainer and business consultant in management, sales interpersonal communication, corporate team building and strategic planning throughout the U.S. and Europe. His domestic and international clients include top-name organizations in many different industries.

### **About the Book**

*The Sandler Rules: 49 Timeless Selling Principles and How to Apply Them* is a must-have book for sales representatives, sales managers, CEOs and anyone who is a touch-point for prospects and customers. This book is an eye-opener for individuals who are unsure how to proceed in the current economic environment and want the perfect guidebook, with specific instructions about what works in tough times. The book is available for purchase on Amazon.com and BarnesandNoble.com for \$16.95.