



Sandler Training

Finding Power In ReinforcementSM

July-August
2010

**“Progress always
involves risk;
you can’t steal
second base and
keep your foot
on first.”**

Frederick Wilcox

ARE YOU A LEADER?

Almost everyone in business, owners, CEOs, presidents, VPs, managers, and department heads wants to be perceived as leaders not only by those who report to them, but also by those to whom they report. Salespeople, too, want to be viewed as leaders by their peers and customers. But, what makes one a leader?

Being a leader is like being a lady; if you have to go around telling people you are one, you aren't. Margaret Thatcher.

There has been much written about leadership and how to develop leadership talents. Many of today's leaders, in business and politics, equate leadership with popularity. They take polls and surveys to find out what's popular and then try to adopt that stance. They attempt to be all things to all people ... and end up being nothing to no one. Popularity is not leadership.

Lead, follow, or get out of the way. Thomas Paine

True leaders have one common trait. They have vision, belief in a cause. And, that cause is not about personal ambition. It's something bigger than them. Personal ambition may motivate an individual, but it won't motivate others to follow.

Leadership is about taking a position to further the cause, knowing that it will draw criticism. It's about ducking the bullets and firing back. It's about conviction and keeping the vision in focus. Leaders know that unless they have absolute conviction, they will not inspire others to follow. Most importantly, true leaders know that leadership is not about achieving personal success (or wealth) it's about making their vision a reality. Accomplishing the goals of the cause to which they have made themselves vulnerable.

Do you have a vision ... a cause greater than yourself to which you are firmly committed? Are you willing to plant your feet and defend your position, regardless of its popularity? Do you inspire (rather than require) people to help you accomplish your goals? If so, you may be a leader.

If your actions inspire others to dream more, learn more, do more and become more, you are a leader. John Quincy Adams



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Steiger Training & Development—Strategic Alliance

Sandler Training/DB&B Peak Performance Management has formed a strategic alliance with Steiger Training as an additional resource for management/sales management training. Ken Steiger, President of Steiger Training & Development, has been in the training and consulting field since 1989 and has worked with many Fortune 500 companies as a senior-level trainer and consultant. Ken's management experience is diverse and has served in senior management positions as the Vice President of Training, VP of Training and Customization and VP of Support Services for Ridge Associates, Inc. a mid-sized training firm based in Upstate New York. Ken has created and developed management and leadership programs that complement the Sandler Training model. Please welcome Ken to the Sandler team! You can view the additional services Steiger Training provides at www.steigertraining.com

July 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
				1	2	3
4	5 <i>4th of July Holiday!</i>	6	7	8	9 8:00-9:30am Self Awareness	10
11	12	13	14 8:00-9:30am GUEST DAY <i>Time to Role Play</i>	15	16 8:00-9:30am FOUNDATIONS Applying TA to Sales	17
18	19	20	21	22 8:00-9:30am Strategies & Tactics	23	24
25	26	27 Noon-1:30pm Sandler Strategic Management	28	29	30 8:00-9:30am FOUNDATIONS Setting Goals	31

Program Date Change!

August 2010

Sun	Mon	Tue	Wed	Thu	Fri	Sat
1	2	3	4	5 8:00-9:30am Prospecting & Referrals	6	7
8	9	10 8:00-9:30am GUEST DAY! Peak Performance Program	11	12	13 8:00-9:30am FOUNDATIONS Developing Your Formula for Success	14
15	16	17	18	19 8:00-9:30am Attitude & Behavior	20	21
22	23	24 Noon-1:30pm Sandler Strategic Management	25	26	27 8:00-9:30am FOUNDATIONS Negative Reverse Selling	28
29	30	31				