



PRESS RELEASE
8th June 2009

**Sandler Sales Training brings sales tips to Passion for the Planet's
120,000 listeners**

Sandler Training has today announced it is working with Passion for the Planet to bring sales tips to Passion's 120,000 listeners.

In a series of regular on air features Joshua Gilbertson Director of Sandler Training gives listeners some of the tips and techniques to help them grow their businesses by increasing their sales.

Passion for the Planet reaches over 120,000 ABC1 adults and audience research has shown that nearly 70% of these either run their own business or aspire to running a business.

"Passion for the Planet provides us with the perfect audience, as we specialise in helping businesses generate more sales," said Joshua. "Sales are the lifeblood of any company but some are finding it tough now, so we hope that this radio series will help them thrive."

Sandler Training is a world leading sales and client development training, coaching and mentoring company who works with many multinationals to SME's. With over 240 offices worldwide and 25 years in developing some of the worlds leading salespeople - Sandler is known for its holistic on-going approach to sales force and person development and founded on a belief that to create "A-Player" sales people - organizations and individuals must develop not only Trusted Advisor Techniques but also work with their Attitudes, clearly defined Behaviours, Systems and be prepared to be held Accountable.

"Our research highlighted this interesting business aspect of our audience. Passion for the Planet listeners are predominantly people who are willing to take responsibility for their lives, they want a fulfilling life for themselves and they want the world to be a better place. They see running a business as one way to

achieve both those aims.” explained Passion for the Planet’s Managing Director Chantal Cooke.

The series starts on 8th June 2009 and will run for 12 months. The on air features are supported by information on the web site including additional short tips to supplement the on air expertise. Each month a new interview, which can be listened to on demand, will also be added to the web site. Passion for the Planet’s Programme Director Kenny Stevens said, “Working with Sandler Training to help our listeners reach their goals is not only great programming, it fits the Passion for the Planet ethos perfectly.”

The supporting sales information, tips on demand interviews can be found at www.passionfortheplanet.com

Notes to editors:

1. Passion for the Planet radio station: the UK’s biggest radio station providing you with solutions for a green and healthy lifestyle. Playing music from around the world, mixed with interviews and features focused on your health, environment and personal development. You can listen to Passion for the Planet on DAB radio and online at: www.passionfortheplanet.com.
2. Sandler Training is a world leading sales and client development training, coaching and mentoring company who works with many multinationals to SME’s. With over 240 offices worldwide and 25 years in developing some of the worlds leading salespeople - Sandler is known for its holistic on-going approach to sales force and person development and founded on a belief that to create “A-Player” sales people - organizations and individuals must develop not only Trusted Advisor Techniques but also work with their Attitudes, clearly defined Behaviours, Systems and be prepared to be held Accountable.
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