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Sandler Training opens in Muskegon, MI

*The renowned sales training organization
Has opened a training center in Muskegon, MI*

(Muskegon, MI)—July 31, 2017—Sandler Training, an international training organization dedicated to improving sales and sales management skills, has opened a training center in Muskegon, MI. The new location, part of Sandler Training’s network of over 260 trainers and consultants throughout the USA, Canada, and overseas, is owned by Jeffrey DeVoursney, a seasoned sales professional with over 25 years’ experience in Sales, Sales Management and Organization Leadership. The new office is located in the AMG Building at 800 E. Ellis Rd., Muskegon, MI where the Sandler “Sales Mastery” program began on July 25th, 2017.

“I’m looking forward to helping West Michigan executives improve their sales with the Sandler Selling System and build an elite sales force,” Jeffrey commented. “To succeed in sales is not just a question of mastering the right sales techniques; you also need to have successful mental and behavioral habits. With the Sandler method, we work on these essential components for success: your attitude, your behaviour, and providing a proven sales method and tools. The results are impressive!”

Founded in 1967, Sandler Training serves businesses of all sizes with short- and long-term programs that offer continuous coaching, reinforcement, and support for sales professionals. This novel philosophy of “reinforcement training” was developed by David Sandler, considered one of the most innovative sales trainers in America. Programs can be delivered on-site at the client company for their entire salesforce, or at the Sandler Training Center, bringing together a diverse group of business owners, managers, and salespeople. The curriculum combines instruction in gut-level selling and other fresh strategies for controlling a sale with a strong emphasis on the psychology of selling.

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