



For Immediate Release
December 7, 2010

Contact:
Bruce Gernaey (631-664-5279)
bruceg@tabny.com

Alliance Announced to Help Long Island Businesses

Hauppauge, NY – Sandler Training of Hauppauge, NY, and The Alternative Board of Suffolk County, NY, are pleased to announce a strategic alliance that will ensure their joint clients will succeed in the current and future economic climate. Based on the need for business owners to increase revenue, improve profits and operate their businesses more effectively, the alliance provides significant price incentives to businesses taking advantage of both programs. Both Sandler Training and The Alternative Board believe the combination of the two programs is unique.

“Sandler Training is a leader in innovative sales and sales management training and consulting,” said Rich Isaac, President of Sandler Training (Hauppauge). “Our association with The Alternative Board will provide many of our clients an additional resource to further improve other areas of their businesses.”

(continued next page)

“The Alternative Board makes a bottom-line difference for our business owner-members,” said Jacquelyn Gernaey, CEO of The Alternative Board of Suffolk County. “Many of our members have improved their sales and sales processes using Sandler Training and we’re now pleased to offer a special cost-savings plan to make it even more affordable.”

About Sandler Training

Sandler Training is a world leader in innovative sales and sales management training, coaching, and consulting. For more than 40 years, Sandler has taught its distinctive, non-traditional selling system and highly effective sales training methodology, which has helped salespeople and sales managers take control of their business destiny.

www.legend.sandler.com

About The Alternative Board

The Alternative Board is an exclusive member-only organization of over 150 Long Island business owners that meet once a month in board of director-like groups. Long Island small business owners who are members of The Alternative Board (TAB) have a distinct edge. Instead of facing critical issues and challenges alone, they work on their businesses at monthly meetings with a group of owners/CEOs from non-competing businesses.

www.tabny.com

###