

## **STEARNS DWIGHT & ASSOCIATES TO MANAGE MARKETING & PUBLIC RELATIONS SERVICES FOR SANDLER REGIONAL TRAINING CENTER**

**Laguna Beach Calif. – July 27, 2007** – Stearns Dwight & Associates (SDA), a public relations and marketing services agency serving small and mid-sized companies, today announced that Sandler Regional Training Center, a forerunner in sales and sales management training, offering an innovative program of training, coaching and reinforcement, selected SDA as its agency of record.

As an affiliate of the Sandler Sales Institute, a nationally recognized sales organization that has been labeled six times as the leading management training program by *Entrepreneur Magazine*, Sandler Regional Training Center offers unique sales and sales management solutions to the challenges faced by salespeople, sales managers and other professionals who must build a client base for their services.

Scott Bailey, President of Sandler Regional Training Center, and Will Crist, CEO, bring over sixty years of sales experience to clients. In addition to offering evaluations of sales people and sales managers, they provide training to improve selling and sales management systems, accountability and coaching. The Sandler Regional Training Center also specializes in client development programs for consultants, engineers, accountants, lawyers, health professionals and those in other technical fields who realize their professional training did not equip them to handle the demands of successful client development in today's business environment.

Bailey says, "Mastering the many aspects of professional selling requires on-going training, coaching and, of course, hard work and commitment by the client." He continues, "Selling ourselves is also part of the process, and SDA has a proven track record in helping clients maintain an ongoing relationship with their constituents. SDA creates an attractive, dynamic newsletter that brings focus to the concepts and information we provide.

Dwight says, "We're delighted to be working with the Sandler Organization. They're nationwide reputation along with the results they enjoy through their proven system of sales training speak for themselves. We are very proud to add them to our client roster and look forward to working with them on future projects."

### **About Stearns Dwight & Associates**

Founded in 1999, Stearns Dwight & Associates (SDA) offers full-service marketing solutions and public relations consulting to small and medium-sized companies in the technology, home building and real estate markets, as well as a variety of other commercial and industrial segments. SDA specializes in Public Relations, Media Relations, Sales Collateral, Feature Articles, Biographies, Newsletter Writing, Trade Show Writing and Web site Copywriting. For more information call (949) 494-0424 or visit [www.stearnsdwrightassts.com](http://www.stearnsdwrightassts.com).

### **About Sandler Regional Training Center**

One of the leading sales and sales management training organizations in the world, Sandler Sales Institute founder David H. Sandler developed the phenomenal sales training system serving small and mid-sized companies, Fortune 500 corporations and individual non-selling professionals. Authorized Licensee J. **Scott Bailey**, president of the Sandler Regional Training Center in Irvine, aligned with the Sandler Selling System in 1994. For more information please call: (949) 263-0640, visit <http://www.baileymarketing.sandler.com>, or email: [coach@superstarsales.com](mailto:coach@superstarsales.com).

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