

“WHO AM I ?”

Why would YOU Listen to me?

How Can I Touch YOU and OTHERS?

Please take a quick scan of this pdf...these were a few of the “goodbyes” I received in my email from people (in real-time) as they heard the news I was exiting the Sandler Family after 30 years.

My expertise (and character) will be revealed to YOU in what others say about me...all unsolicited, by the way.

Please Read On ...



Fwd: Totally Missed It . . .

Hide Details

FROM: Bruce Seidman

Monday, September 24, 2012 8:20 AM

TO: Bruce Seidman

Begin forwarded message:

From: Dave Arch <dave@sandler.com>
Date: September 14, 2012, 3:57:47 PM EDT
To: BSeidman@sandler.com
Subject: Totally Missed It . . .

Bruce -

I totally missed the whole exiting of yourself from Sandler. WOW!

What will you be planning to do? I don't want to lose touch with you. You've become more than a business partner.

--
Dave Arch
Internal Sales and Management Consultant
Tenaska, Inc.
402.871.8108

Website: <http://davearch.sandler.com>
(Register for a complimentary sales strategy newsletter)

Executive Coaching • Sales Training • Management Training • Leadership Development • Meeting Facilitation •
Negotiation Training • 360° Feedback Surveys • Tenaska Online Resource Center • Online Hiring Assessments

Reply to Bruce Seidman

Send

thanks,
Dave.
That IS
who I
AM.
-Bruce

Greetings from Germany

[Hide Details](#)

FROM: Gabriele Reich-Gutjahr via LinkedIn

Friday, September 21, 2012 11:13 AM

TO: Bruce Seidman

LinkedIn

Gabriele Reich-Gutjahr has sent you a message.

Date: 9/21/2012

Subject: Greetings from Germany

Dear Bruce,
thank you for your enthusiasme and engagement that you brought to teh Sandler network, your Sandler family.

I wish you all the best for your future plans and - as I know you- great dreams that come true.

Yours sincerely
Gabriele Reich-Gutjahr
Sandler Germany

[View/reply to this message](#)

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This email was intended for Bruce Seidman (No longer at Sandler Systems after 30 Years, son of founder David Sandler). [Learn why we included this.](#) © 2012, LinkedIn Corporation. [2029 Stierlin Ct. Mountain View, CA 94043, USA](#)

Reply to Gabriele Reich-Gutjahr

[Send](#)

FROM: [Bruce Seidman](#)

Thursday, September 13, 2012 2:06 PM

TO: [LinkedIn](#)

Begin forwarded message:

From: "Chip Reichhard" <chipr@sandler.com>
Date: September 13, 2012 12:11:56 PM EDT
To: "Bruce Seidman" <seidman@sandler.com>
Subject: RE: Bruce Seidman - To U.S. and Canadian Franchisees
Reply-To: <chipr@sandler.com>

Bruce,

Wow, that was a real shock. I am very saddened to hear that you are leaving the fold. I want you to know that from my heart that I appreciate having been so lucky to have you a part of my life as my friend and coach. You are the heart of Sandler Training and I will truly miss that element. I hope we can stay in touch and I would love to know what your plans are and where life takes you.

I wish you all the best that life can offer!

Chip

From: Bruce Seidman [<mailto:seidman@sandler.com>]
Sent: Thursday, September 13, 2012 8:07 AM
To: Chip. Reichhard; Richard Hoerz
Subject: Fwd: Bruce Seidman - To U.S. and Canadian Franchisees

FYI fellas:

Begin forwarded message:

From: "Pat Heidrich" <heidrich@bellsouth.net>
Date: September 12, 2012 9:36:16 PM EDT
To: "Bruce Seidman" <seidman@sandler.com>
Subject: Fwd: Bruce Seidman - To U.S. and Canadian Franchisees

Sent from my Verizon Wireless 4GLTE smartphone

----- Forwarded message -----

Maurits Horbach - From Fixed to Growth Mindset has suggested an update to your profile on LinkedIn

[Hide Details](#)

FROM: Maurits Horbach - From Fixed to Growth Mindset via LinkedIn

Saturday, September 15, 2012 2:19 AM

TO: Bruce Seidman



Maurits Horbach - From Fixed to Growth Mindset suggested an update to your LinkedIn profile.

Celebrate your accomplishments!

Goodmorning Bruce,

What a message this is. I'am not happy reading this because for me the Nurturing Parent combined with the natural child is leaving " the Behavior Change Company" and that is for the complet Sandler family and especially for me very sad news. But i wish you all the best with your next phase in your live and i hope we stay in contact. I'm curious what your are going to do business wise.

Regards and a big hug from your friend from the Netherlands

Maurits Horbach

Maurits Horbach - From Fixed to Growth Mindset

[Edit Your Profile](#)

© 2012, LinkedIn Corporation

Reply to Maurits Horbach - From Fixed to Growth Mindset

[Send](#)

From: Bruce Seidman <bruce2468@yahoo.com>
Subject: Fwd: Thoughts on your Influence
Date: September 25, 2012 5:16:14 PM EDT
To: "Laurie \"Always and Forever\" Seidman" <newhouse1@comcast.net>
▶ 1 Attachment, 3.3 KB

Begin forwarded message:

From: "Jeremy Rawitz" <jr@salesstrategycorp.com>
Date: September 25, 2012, 5:12:52 PM EDT
To: <bruce2468@yahoo.com>
Subject: Thoughts on your Influence

Bruce, you were the glue that held Sandler together, the keeper of the flame who inspired us. You were the warmth of the company, the human face and a companion to us all. You made the journey together exciting, challenging and fresh. Jeremy

Jeremy Rawitz
Sales Strategy Corp.
1375 Broadway, 6th Floor
New York, NY 10018
347-385-8500
jr@salesstrategycorp.com



"I like this one the most"
- Bruce

Fwd: A sincere good bye and thank you!

1

Hide Details

FROM: Bruce Seidman

Thursday, September 13, 2012 8:05 AM

TO: LinkedIn

Begin forwarded message:

From: "Joe Diliberto" <joediliberto@sandler.com>

Date: September 12, 2012 6:18:38 PM EDT

To: "Bruce Seidman" <seidman@sandler.com>

Subject: A sincere good bye and thank you!

Bruce...WOW!!!!!!!!!!!! What a shocker. I hope this is all good for you. You are an unbelievable guy and I wish you all the best. I know you know this from so many but...you should feel really proud, happy and fulfilled knowing all of the lives that you have touched. You have helped so many in so many ways over the years. I am proud to be one of the many and will never forget you.

Warmest regards, Joe

*Joseph Diliberto, Principal
Sandler Training*

510/530-5060

joediliberto@sandler.com

www.joediliberto.sandler.com



Sandler Training
Finding Power In Reinforcement_{SM}

1 Attached file | 3KB



image001.jpg

View Slideshow

Download

FROM: Ed Schultek

Wednesday, September 19, 2012 3:10 PM

TO: bruce2468@yahoo.com

Bruce,

I'm sure you've heard from a lot of the System by now...

I can't tell you how disappointed I am by your departure, but even more disappointed by how it was done. I'm sure there was a lot occurring behind the scenes that is none of our business, but for the son of the Founder to exit in (24) hours, after YEARS building the Sandler Family, just doesn't smell right.

It seems to me the right thing to happen is time at the November Conference, to see some pictures of your years at Sandler building the Brand, stories from a few folks... a proper thank you for what you brought the System over time. You are a big part of the heart of the Sandler Family, Bruce. Regardless of the legal formalities involved, a proper showing of appreciation to you is the right thing to do.

I hope we find our way there by November...

Ed

Ed Schultek

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40+ Years

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18 Languages

... and I was there
for the last 30 years
1983-2012
- Bruce Seidman
- President
Sandler Systems,
Inc.

1 Attached file | 22KB



Sandler Lo...

View Slideshow

Download

Reply to Ed Schultek

Send

Begin forwarded message:

From: "Katie Roberts" <katie@thetrustpointe.com>
Date: September 13, 2012 9:47:34 AM EDT
To: "Bruce Seidman" <seidman@sandler.com>
Subject: Saddened!

Bruce

I am sorry to hear that you are leaving Sandler.

You are the person that makes it feel like 'family.' You are the heart!!

Best wishes on whatever you do and stay in touch with Tim as he enjoys the book conversations. He has now advanced to the iPad!!

KATIE ROBERTS
317.845.0041



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WHAT'S NEW

INBOX (511)

CONTACTS

Re: audio coaching s...

AdChoices

3 Bureau
CREDIT REPORT

Re: audio coaching speech to entire Sandler Family

1

FROM: Vlad Dutescu

Saturday, September 15, 2012 6:25 AM

TO: Bruce Seidman bruce2468@yahoo.com

Inbox

297

Conversations

Drafts

Sent

Spam

Trash

Folders

Audio Coaching Spee...

Banking Know-how

Broadcast Center

Coaches

Colored Smiley Symbols

Copytalks

Dave Arch

Don Kampes

Drafts

email templates

Evernote

Fall Asleep Easier

Free Talks

Gman Notes iPhone

Jeremy NYC Talk Jul...

Jott

June 2008 School

Kahil Gibran

Mark Fiorino

Never Delete Sent fold... 1

Norm Snippets

Notes

Poll Graphics technique

Ruben Estrada Ideas

SA Demo login

Sage Software

Scripture

Seasons of a Mans Life

Steve Herzog Weigh-ins

Switching to Yahoo Cl...

Tennis

VITO Certification

Whale Hunting

Whole Group Messages

Dear Bruce,

There are no words which can describe your touch for each of us. There are only good memories and bright future. A thought of respect, gratitude & friendship with a firm hand shake and a big hug over-the-seas.

My best wishes & Life is good,
Vlad

From: Bruce Seidman <seidman@sandler.com>To: Bruce Seidman <seidman@sandler.com>

Sent: Thursday, 13 September 2012, 0:39

Subject: audio coaching speech to entire Sandler Family

My Dear Sandlerites:

MY FINAL AUDIO COACHING SPEECH to the Sandler Family<http://seidman.audioacrobac.com/download/final-audio-coaching-speech-to-you.mp3>

thanks for listening to a really great idea (4 min),

(this will play easily from your cell phone by simply clicking on the link above)

Bruce

Lose the ads! Try Mail Plus.

"The most important key to teaching is your ability to direct and challenge the very best that is in those whom you touch."

-- Unknown

"We are what we repeatedly do. Excellence, then, is not an act, but a habit"

-- Aristotle

AUDIO COACHING SPEECHES to the Sandler Family

- Los DISCURSOS de ENTRENAR de AUDIO a la Familia de Sandler
- Entraînement audio à la famille SandlerNagrane Inspiracje Coachingowe dla Grupy Sandlera
- Audio Coaching Vorträge zur Familie Sandler
- Audio nahrávky na Sandler rodiny
- Convorbiri instructive pentru familia Sandler

Found in the Team Room under AUDIO COACHING SPEECHES CELL PHONE
TNDGV

Romania

FROM: Bruce Seidman

Thursday, September 13, 2012 8:04 AM

TO: LinkedIn

Begin forwarded message:

From: L R Robertson <lynda.robertson@sympatico.ca>
Date: September 12, 2012 6:00:42 PM EDT
To: "Bruce Seidman" <seidman@sandler.com>
Cc: "Larry Robertson" <lark@sympatico.ca>
Subject: RE: audio coaching speech to entire Sandler Family

Hi Bruce...

I don't know if you will receive this note but hope you do. I rarely listen to the audio speeches as soon as they arrive and really glad I did today before the note came in from Dave Mattson. You have contributed a great deal to Sandler Training and I am going to miss you along with the entire network!

I wish you the best as you move into this next phase of life, whether it be another career or retirement.

Thanks for your commitment to the business and the contributions you have made.

All the best....

Lynda & Larry Robertson



Lynda Robertson
2425 Matheson Blvd. E. 8th Fl.
Mississauga ON L4W 5K4
www.mtd.sandler.com
(W) 905-361-2872
(C) 905-467-4591

Connect with me on LinkedIn:

www.linkedin.com/in/lyndarobertson

From: Bruce Seidman [mailto:seidman@sandler.com]

Sent: September 12, 2012 5:39 PM

To: Bruce Seidman

Subject: audio coaching speech to entire Sandler Family

Go to LinkedIn to read ALL

LinkedIn

Account Type: Basic | [Upgrade](#)

204

15

Bruce Seidman ▾

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People ▾

Search...

You have **59 recommendations** (59 visible) for this position. To show or hide recommendations, select them and click Save Changes

Recommendations



show

Bob Barber, Owner, Sandler Training (colleague)
worked indirectly for you

"Bruce treats everyone at Sandler Training like family. Sometimes family members need to be held accountable. Bruce has a way of doing that while still holding you safe. Bob Barber" *December 16, 2009*

[Request a new or revised recommendation from Bob Barber](#)



show

Ric Hoerz, President / Owner, Sandler Training at the RUBICON Institute (colleague)
worked directly with you

"Bruce will always be a friend as well as a business associate. His ability to understand from both his head and his heart are unsurpassed. His integrity is unquestionable. I can go to Bruce for sound advice for both personal and business reasons. I am proud to call him friend. Ric Hoerz" *November 7, 2009*

[Request a new or revised recommendation from Ric Hoerz](#)



show

Catherine Atkins, President, Sandler Training Missouri, Savant Business Development Systems (colleague)
reported to you

"Bruce is one of the most inspirational people I know. He challenges anyone to be the best they can, encourages them when they need support, holds them accountable for their behavior, and strengthens them as human beings and as business people. His depth of knowledge is impressive and his word is his bond." *December 10, 2009*

[Request a new or revised recommendation from Catherine Atkins](#)



show

Lisa Nausley, Owner, Sandler Training (colleague)
worked directly with you

"Bruce Seidman always takes time to listen and help me solve problems. He truly cares about people and helping them grow and reach their dreams. Bruce invests time, money and effort into his passion of developing people and companies. I respect him and enjoy working with him." *November 11, 2009*

[Request a new or revised recommendation from Lisa Nausley](#)



show

Bob Heiss, Partner, Sandler Training (business partner)
was with another company when working with you

"I've been in business with Bruce for more than 13 years and have found him to be insightful with his comments and suggestions, empathetic in his dealings with everyone, and absolutely passionate about helping others with their businesses. He is a superb coach and mentor who has helped me with my business." *November 10, 2009*

[Request a new or revised recommendation from Bob Heiss](#)



show

Joe Hickey, Partner Business Manager, HP (business partner)
was with another company when working with you

"I can sincerely endorse Bruce as someone who is passionate about his work and who is always willing to listen and give his best advice. He is very sincere in helping people better themselves and best of all, always has a very upbeat attitude." *November 4, 2009*

[Request a new or revised recommendation from Joe Hickey](#)

"Bruce Seidman"
Go to LinkedIn

Read ALL @ LinkedIn

Fwd: Good luck

[Hide Details](#)

FROM: [Bruce Seidman](#)

Thursday, September 13, 2012 8:04 AM

TO: [LinkedIn](#)

Begin forwarded message:

From: [Susan Powers](#) <susan.powers270@gmail.com>

Date: September 13, 2012 7:17:16 AM EDT

To: "seidman@sandler.com" <seidman@sandler.com>

Subject: Good luck

Bruce

You have been an inspiration to me and have had a big impact on my life both personally and professionally. I wish you well as you move into another phase of your journey through life.

Sincerely

Susan Powers

Sent from my iPhone please excuse the auto correct mistakes.

Reply to Bruce Seidman

[Send](#)

congrats!

[Hide Details](#)

FROM: Eric Hesterman

Thursday, September 13, 2012 7:32 AM

TO: Bruce Seidman

Bruce,
Congrats on your about to be new stage in life! I am very excited to see what God has for you next... I know he has a special purpose for you.

I have really missed you guys but Amanda's schedule has been in conflict. I look forward to talking, hopefully soon!

Eric

-- PRIVATE: This is Not A Public Communication!

This private email message from the sender, its agent(s), and any attachment(s) is covered by the Electronic Communications Privacy Act, 18 U.S.C. § 2510-2521, and is for the sole use of the intended recipient and contains privileged and/or confidential information.

Notice to Principal is Notice to Agent / Notice to Agent is Notice to Principal

Reply to Eric Hesterman

[Send](#)

Fwd: audio coaching speech to entire Sandler Family

Hide Details

FROM: Bruce Seidman

Thursday, September 13, 2012 6:01 AM

TO: LinkedIn

Begin forwarded message:

From: "Cecilia Gitahi" <cgitahi@sandler.com>
Date: September 13, 2012 2:55:25 AM EDT
To: "Bruce Seidman" <seidman@sandler.com>
Subject: RE: audio coaching speech to entire Sandler Family

Dear Bruce,
It feels sad that you should be leaving the Sandler family. I wish you the very best in the future and God's blessings. May He direct and guide you in whatever you undertake to do.
Warm regards,
Cecilia Gitahi
Sandler Training - Kenya
Tel: +2540733 70 50 43/20 8026931/717215945
www.ke.sandler.com,
Skype: cecilia.gitahi2

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UNITED STATES VIETNAM

-----Original Message-----

From: Bruce Seidman
Sent: Thu 9/13/2012 12:39 AM
To: Bruce Seidman
Subject: audio coaching speech to entire Sandler Family

My Dear Sandlerites:

MY FINAL AUDIO COACHING SPEECH to the Sandler Family

<http://seidman.audioacrobat.com/download/final-audio-coaching-speech-to-you.mp3>

thanks for listening to a really great idea (4 min),

(this will play easily from your cell phone by simply clicking on the link above)

Bruce

Just wanted to say.....

Hide Details

FROM: Steve Myers via LinkedIn

Saturday, September 15, 2012 4:44 AM

TO: Bruce Seidman

LinkedIn

Steve Myers has sent you a message.

Date: 9/15/2012

Subject: Just wanted to say.....

Bruce. We never got to interact directly that much but i listened to you a lot on recordings and i just wanted to let you know you were and will continue to be a real inspiration . Apart from that the countless two beeps recordings you created have been and will continue to be of enormous practical help to my fledgling Sandler business. Thanks Bruce and all the best for the future. You will be missed.

Steve Myers
Sandler Manchester UK

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Reply to Steve Myers

[Send](#)

Fwd: Very best to you!

[Hide Details](#)

FROM: [Bruce Seidman](#)

Thursday, September 13, 2012 2:17 PM

TO: [LinkedIn](#)

Begin forwarded message:

From: "Dennis Hungerford" <dhungerford@sales-smarts.com>

Date: September 12, 2012 5:35:57 PM EDT

To: "Bruce Seidman" <BSeidman@sandler.com>

Subject: Very best to you!

Bruce,

My very best to you and your family as you move into your next phase of life/work. You are a quality person and an inspiration. THANK YOU for all of your encouragement and advice over the years. I sincerely appreciate it. I miss you already. Please stay in touch.

Best wishes,

Dennis Hungerford

Partner

Hungerford, Creekmore & Co., LLC

Authorized Licensee of Sandler Training

Authorized Distributor for Objective Management Group

Authorized Distributor for Devine Inventory

dhungerford@sales-smarts.com

541-382-4316

www.hcc.sandler.com

Reply to Bruce Seidman

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LinkedIn Premium

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Learn More

Messages 98

Invitations 77

Send Message

Cancel

To: Brett Baker x

From: Bruce Seidman<bruce2468@yahoo.com>

Subject: RE: .

On 09/12/12 6:36 PM, Brett Baker wrote:

Thanks for all you gave us my friend.
Brett & Bev Baker
SGf MO

Sent from LinkedIn for iPad

Send Message

Cancel

☒ Allow recipients to see each other's names and email addresses

☐ Send me a copy

Prof.Tutors from \$35hr

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Language translations

Learn More »

Multilingual translations that make sense!

Full Service Creative

Learn More »

Allow me to think it up... write it up... polish it up... and deliver it up

Ads

"What's next Papa?"

[Hide Details](#)

FROM: Joan Stephens via LinkedIn

Friday, September 14, 2012 10:48 AM

TO: Bruce Seidman

LinkedIn

Joan Stephens has sent you a message.

Date: 9/14/2012

Subject: "What's next Papa?"

Hi Bruce- I am so shocked to hear that you will no longer be at home office - BUT I KNOW THAT GOD HAS A PLAN and it is a plan for good and for HIS WORK. I have no doubt that God has his hand upon you and what is going to happen next. Reminds me of the Message translation of Romans 8:15 - 17. Thank you for the years you have spent moving Sandler in the right direction - you have been such a blessing and always bring a smile and warmth with you. Please keep us posted on what God has next in your life....You will be MISSED! Love in Christ, Joan

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This email was intended for Bruce Seidman (Sandler Systems 30 Years, son of founder David Sandler). [Learn why we included this.](#) © 2012, LinkedIn Corporation. [2029 Stierlin Ct. Mountain View, CA 94043, USA](#)

Reply to Joan Stephens

[Send](#)

Fwd: audio coaching speech to entire Sandler Family

Hide Details

FROM: Bruce Seidman

Thursday, September 13, 2012 6:01 AM

TO: LinkedIn

Begin forwarded message:

From: "MCAuchi, Sandler 07515 937221" <mcauchi@sandler.com>

Date: September 12, 2012 9:57:25 PM EDT

To: Bruce Seidman <seidman@sandler.com>

Subject: Re: audio coaching speech to entire Sandler Family

Hi Bruce

Just heard your news. I want to thank you and wish you well.

Any idea what you plan to do with yourself now your a man of means and leisure?

I hope you will be as happy and satisfied with whatever you choose to do. I hope this isn't the last we hear from you and that you will keep in touch.

My personal email is marcuscauchi@me.com if there is anything I can do for you in the future.

Good luck and happy semi-retirement!

Best wishes

Marcus

Sent from my iPhone
07515 937221

On 12 Sep 2012, at 22:39, "Bruce Seidman" <seidman@sandler.com> wrote:

My Dear Sandlerites:

MY FINAL AUDIO COACHING SPEECH to the Sandler Family

<http://seidman.audioacrobat.com/download/final-audio-coaching-speech-to-you.mp3>

thanks for listening to a really great idea (4 min),

(this will play easily from your cell phone by simply clicking on the link above)

Bruce

"The most important key to teaching is your ability to direct and challenge the very best that is in those whom you touch."

-- Unknown

Will miss you in November

[Hide Details](#)

FROM: Paul Lanigan via LinkedIn

Monday, September 17, 2012 10:50 AM

TO: Bruce Seidman

LinkedIn

Paul Lanigan has sent you a message.

Date: 9/17/2012

Subject: Will miss you in November

...won't be the same....

Paul

[View/reply to this message](#)

Don't want to receive e-mail notifications? [Adjust your message settings](#).

This email was intended for Bruce Seidman (No longer at Sandler Systems after 30 Years, son of founder David Sandler). [Learn why we included this](#). © 2012, LinkedIn Corporation. [2029 Stierlin Ct. Mountain View, CA 94043, USA](#)

Reply to Paul Lanigan

[Send](#)

Fwd: The news

[Hide Details](#)

FROM: Bruce Seidman

Thursday, September 13, 2012 6:01 AM

TO: LinkedIn

Begin forwarded message:

From: Lorraine Ferguson <Lorraine@sandler.com>

Date: September 12, 2012 8:41:26 PM EDT

To: "Bruce Seidman" <seidman@sandler.com>

Subject: The news

Hi Bruce,

I hope this email makes it way to you. I am sorry to hear that you will not be part of the Sandler Training organization going forward, although I know you will always be part of Sandler in so many ways as it is impossible for it to be any other way.

We will miss you and your personal passion and inspiration.

I am certain that whatever your next chapter in life brings you, you will bless those you touch. Thank you.

Sell well,

Lorraine Ferguson
President
Direct Impact Associates, LLC
Authorized Licensee Sandler Training
518.229.0516
www.directimpact.sandler.com
[13 Columbia Circle, Albany, NY 12203](#)

P.S. You probably don't recall, but my husband Bruce mentioned to you at conference in Florida, when you asked where we were traveling to next that we would be going to Cuba. I told him at that time "You realize what you did, don't you? You just told Bruce - the guy who inspires us to set goals and beliefs that we are going to Cuba. No backing out now!". Well, we are going to Cuba over Thanksgiving. We will raise our glass in your honor!

Reply to Bruce Seidman

[Send](#)

Fwd: audio coaching speech to entire Sandler Family

Hide Details

FROM: Bruce Seidman

Thursday, September 13, 2012 6:02 AM

TO: LinkedIn

Begin forwarded message:

From: "Paula Creekmore" <creekmore@sales-smarts.com>
Date: September 12, 2012 8:18:34 PM EDT
To: "Bruce Seidman" <seidman@sandler.com>
Subject: RE: audio coaching speech to entire Sandler Family

Bruce,
You will be missed. Thanks for all the years of support, and good luck to you and your family on a new chapter in your life.
Best to you!
Paula Creekmore

From: Bruce Seidman [mailto:seidman@sandler.com]
Sent: Wednesday, September 12, 2012 2:39 PM
To: Bruce Seidman
Subject: audio coaching speech to entire Sandler Family

My Dear Sandlerites:

MY FINAL AUDIO COACHING SPEECH to the Sandler Family

<http://seidman.audioacrobat.com/download/final-audio-coaching-speech-to-you.mp3>

thanks for listening to a really great idea (4 min),

(this will play easily from your cell phone by simply clicking on the link above)

Bruce

"The most important key to teaching is your ability to direct and challenge the very best that is in those whom you touch."

-- Unknown

"We are what we repeatedly do. Excellence, then, is not an act, but a habit"

-- Aristotle

AUDIO COACHING SPEECHES to the Sandler Family

Fwd: audio coaching speech to entire Sandler Family

Hide Details

FROM: Bruce Seidman

Thursday, September 13, 2012 6:02 AM

TO: LinkedIn

Begin forwarded message:

From: Mark Wormald <markw@sandler.com>
Date: September 12, 2012 6:37:08 PM EDT
To: Bruce Seidman <seidman@sandler.com>
Subject: Re: audio coaching speech to entire Sandler Family

Bruce

It's been a privilege knowing you mate

I know whatever you do next will be great for all

Love you man

Mark

This message was sent
From my Iphone

On 12 Sep 2012, at 22:39, "Bruce Seidman" <seidman@sandler.com> wrote:

My Dear Sandlerites:

MY FINAL AUDIO COACHING SPEECH to the Sandler Family

<http://seidman.audioacrobat.com/download/final-audio-coaching-speech-to-you.mp3>

thanks for listening to a really great idea (4 min),

(this will play easily from your cell phone by simply clicking on the link above)

Bruce

"The most important key to teaching is your ability to direct and challenge the very best that is in those whom you touch."

-- Unknown

"We are what we repeatedly do. Excellence, then, is not an act, but a

Fwd: audio coaching speech to entire Sandler Family

Hide Details

FROM: Bruce Seidman

Thursday, September 13, 2012 6:02 AM

TO: LinkedIn

Begin forwarded message:

From: <kevinh@bestsalespeople.com>
Date: September 12, 2012 6:41:43 PM EDT
To: "Bruce Seidman" <seidman@sandler.com>
Subject: RE: audio coaching speech to entire Sandler Family

We'll miss you, Bruce. Praying for you and your family and wishing you all the best!

Good Selling!

Kevin Hallenbeck
Principal

Sandler Training
kevin.hallenbeck@sandler.com
Voice: 603-232-1520
www.bestsalespeople.com

55 S. Commercial St.
Second Floor, Suite 3
Manchester, NH 03101
USA

<http://www.linkedin.com/in/hallenbeck>

"If you think training your people and having them leave is expensive, try NOT training them and having them stay!"

----- Original Message -----

Subject: audio coaching speech to entire Sandler Family

From: "Bruce Seidman" <seidman@sandler.com>

Date: Wed, September 12, 2012 5:39 pm

To: "Bruce Seidman" <seidman@sandler.com>

My Dear Sandlerites:

MY FINAL AUDIO COACHING SPEECH to the Sandler Family

<http://seidman.audioacrobat.com/download/final-audio-coaching-speech-to-you.mp3>

thanks for listening to a really great idea (4 min).

Heard you left Sandler.....

[Hide Details](#)

FROM: Paulette Halpern

Thursday, September 20, 2012 7:28 AM

TO: Bruce Seidman

Over the years it was a pleasure to know you; as in any organization, change is inevitable -- but having you leave Sandler is something I am sure NO ONE ever thought would happen. I am sure you had very good reasons for feeling that this was the time to leave the company.

I don't know what to say....other than "Good Luck" in whatever you do next.

Paulette Halpern
pbhalpern@hotmail.com
561-715-6892

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Reply to Paulette Halpern

[Send](#)

Just wanted to say.....

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FROM: Steve Myers via LinkedIn

Saturday, September 15, 2012 4:44 AM

TO: Bruce Seidman

LinkedIn

Steve Myers has sent you a message.

Date: 9/15/2012

Subject: Just wanted to say.....

Bruce. We never got to interact directly that much but i listened to you a lot on recordings and i just wanted to let you know you were and will continue to be a real inspiration . Apart from that the countless two beeps recordings you created have been and will continue to be of enormous practical help to my fledgling Sandler business. Thanks Bruce and all the best for the future. You will be missed.

Steve Myers

Sandler Manchester UK

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Reply to Steve Myers

Send

Thank You

[Hide Details](#)

FROM: Matt Nettleton via LinkedIn

Monday, September 17, 2012 1:36 PM

TO: Bruce Seidman

LinkedIn

Matt Nettleton has sent you a message.

Date: 9/17/2012

Subject: Thank You

As a Sandler guy I miss you at the conferences already. As a guy I appreciate what you have done for me and a lot of other people during your life.

Thanks

Matt Nettleton

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Reply to Matt Nettleton

[Send](#)

Fwd: Sad to see you go

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FROM: Bruce Seidman

Thursday, September 13, 2012 2:08 PM

TO: LinkedIn

Begin forwarded message:

From: Julie Wentworth <jwentworth@sandler.com>
Date: September 13, 2012 11:01:58 AM EDT
To: seidman@sandler.com
Subject: Sad to see you go

Hi Bruce,

We are very sad to see you leave the network. We have enjoyed getting to know you over the last few years! Good luck on your future endeavors! Sandler is a better place because of you!

Julie and Roger Wentworth

Julie Wentworth
Vice President

Sandler Training

2358 Lakeview Drive

Suite 150

Beavercreek, Ohio 45431

937-320-9234

F-937-320-9238

jwentworth@sandler.com

Reply to Bruce Seidman

Send

Saying "Hey"

[Hide Details](#)

FROM: Rich Isaac

Thursday, September 20, 2012 10:04 PM

TO: [brian@brian.com](#)@yahoo.com

Hey, Bruce. I hope this note finds you well and happy. I just wanted to reach out to you to say thank you for all you have done for me, my family, and all my friends at Sandler over the years. You have been a blessing to us all.

I look forward to hearing about your next great adventure. If there is ANYTHING I can do to support you, please don't hesitate for even a second to ask.

Please stay in touch.

With great admiration and affection,

Rich Isaac
Sandler Training
Sent from my iPad

Reply to Rich Isaac

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FROM: Bruce Seidman

Thursday, September 13, 2012 2:17 PM

TO: [LinkedIn](#)

Begin forwarded message:

From: Jim Kerlin <kerlinh@me.com>
Date: September 12, 2012 5:15:54 PM EDT
To: 'Bruce Seidman' <seidman@sandler.com>
Subject: best wishes from Jim Kerlin

Bruce,

It has been a privilege to know and learn from you – I wish you the best of continued success in your next endeavor.

Since we're connected on LinkedIn, I watch to see if it becomes a new business venture or sipping beverages in Tahiti (retirement).

All my best regards,
Jim

Jim Kerlin

Principal / Owner



Essential Sales Training LLC
1755 North Brown Rd. Suite 200
Lawrenceville, GA 30043
ph. 678-690-5279
fax 877-275-4610
jkerlin@sandler.com
<http://jim.sandler.com/>



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FROM: Adrian Moss via LinkedIn

Thursday, September 13, 2012 10:37 AM

TO: Bruce Seidman



From Adrian Moss [View Profile »](#)

Driving Sales Improvement -180° from traditional sales

29 shared connections

Bruce

really sorry about your departure. For some of us you where the key

Adrian

Accept

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Reply to Adrian Moss

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FROM: Bruce Seidman

Thursday, September 13, 2012 2:05 PM

TO: LinkedIn

Begin forwarded message:

From: "Ric Herz" <ric@rubiconinc.com>
Date: September 13, 2012 10:25:09 AM EDT
To: "Bruce Seidman" <seidman@sandler.com>
Subject: RE: Bruce Seidman - To U.S. and Canadian Franchisees

Hope we stay in touch Brother. We will miss your Sandler spirit in this business. Wishing the best for you and the great family of yours!!

In His love,

ric



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and Executive Coaching*
at the RUBICON Institute
Please visit our website-
www.rubicon.sandler.com
314-909-0585

Sandler Systems, Inc.

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Departure

 **Don Overcash** · Principal, Sandler Training- Top Line Growth, Inc.

To: Bruce Seidman

Date: September 12, 2012

Bruce

Please share your new email address with me when you can. I was deeply saddened by the news today AS well as the abruptness of your departure.

May God grant you a special peace and His assurance regarding your next phase in life.

Don

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Sorry to see you go!

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FROM: Russ Mallard via LinkedIn

Friday, September 14, 2012 4:31 PM

TO: Bruce Seidman

LinkedIn

Russ Mallard has sent you a message.

Date: 9/14/2012

Subject: Sorry to see you go!

Hi Bruce,

I am sorry to read that you are moving on from the Sandler Training. It is a big loss to the team.

I wish you nothing but the best in whatever you do next. Please be sure to keep in touch and I look forward to seeing you again someday soon!

All the best and thanks for everything,

Russ

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Reply to Russ Mallard

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New journey

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FROM: Alan Mackie via LinkedIn

Sunday, September 16, 2012 11:34 AM

TO: Bruce Seidman

LinkedIn

Alan Mackie has sent you a message.

Date: 9/16/2012

Subject: New journey

Hi Bruce

May I wish you well on your new journey. I will miss your always interesting sessions at conference.

Best of luck and wishes

Alan

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Reply to Alan Mackie

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Fwd: audio coaching speech to entire Sandler Family

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FROM: Bruce Seidman

Thursday, September 13, 2012 8:05 AM

TO: LinkedIn

Begin forwarded message:

From: Frank Garza <fgarza@sandler.com>
Date: September 12, 2012 6:12:16 PM EDT
To: Bruce <seidman@sandler.com>
Subject: RE: audio coaching speech to entire Sandler Family

Bruce,

Just learned of the news; WOW!!! and OUGH!!! How you will be MISSED. Love to talk when you can.

Yours Truly-Frank

www.sandler.com

703.725.1992

Skype: BetheBest57

P Please consider the environment - Think before you print

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Subject: audio coaching speech to entire Sandler Family
Date: Wed, 12 Sep 2012 17:39:06 -0400
From: seidman@sandler.com
To: seidman@sandler.com

My Dear Sandlerites:

MY FINAL AUDIO COACHING SPEECH to the Sandler Family

<http://seidman.audioacrobat.com/download/final-audio-coaching-speech-to-you.mp3>

thanks for listening to a really great idea (4 min),

(this will play easily from your cell phone by simply clicking on the link above)

Bruce

"The most important key to teaching is your ability to direct and challenge the very best that is in those whom you touch."

-- Unknown

"We are what we repeatedly do. Excellence, then, is not an act, but a habit"

-- Aristotle

AUDIO COACHING SPEECHES to the Sandler Family

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