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



Steve Taback

President & Owner at
Sandler Training/TEM
Associates

October 27, 2014, Bruce worked
with Steve in the same group

Bruce Seidman was the first person I met during my pursuit to start a Sandler training business some 29 years ago. I found Bruce to be an important factor in my weathering the early, and shaky, stages of start-up in the business. His caring, time and attention to assisting me as a rookie was invaluable, and it certainly made it possible to succeed and achieve in a business/company that, at the time, was not a household word or a recognized, necessary service by business owners. Bruce is the "real thing" because I had the luxury to see his caring outside of the business world through his dedication as a father in his personal life. The consistency of behavior between business and personal gained him the upmost respect from me - as I'm sure he has with other colleagues as well. [See less](#)



Howard Maslich

Owner, Specialized Training Services, Inc

May 2, 2014, Bruce worked with Howard in the same group

It was lunch with Bruce that caused me to make the decision to join the Sandler organization and take my life in a new and wonderful direction. Bruce demonstrates that nice guys can succeed in business. Bruce always had the time and patience to listen and compassionately advise. A man of many talents, a creative artist who lovingly kept alive the memory of his father through the best audio productions. Bruce you will be a credit to any organization that is lucky enough to hire you. Best of luck! [See less](#)

Skills & Endorsements

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Strategy · 99+



Endorsed by **Stuart Tarmy and 9 others** who are highly skilled at this

Sales Process · 99+



Endorsed by **Kevin Hallenbeck and 36 others** who are highly skilled at this



Steve Myers

Sales Leader

March 6, 2013, Bruce was senior to Steve but didn't manage directly

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. [See less](#)



Bob Annoni

President of Executive Resource Center and former Sandler Training franchise owner in Louisiana

Bruce's combination of knowledge, skills, caring, and a lifetime of experience and training give him the capacity to coach and help individuals and companies achieve their full potential and let go of self limiting beliefs.