

July 15, 2008

Mr. Bob Butler  
Butler Learning Systems  
1325 West Dorothy Lane  
Dayton, OH 45409-1385

Dear Bob:

I wanted to thank you again for all that you did in making the "Habit of Negotiation Selling" seminar a huge success here at AK Steel. As you know, the class was a combination of sales novices and the true "veterans of the road," and the comments we received from each of them were full of praise for the way you brought the material to life.



As for the class content, everyone learned something – even the people who have been in sales for twenty or thirty years. They really see the advantages of taking the time to plan the objective of the sales call and think through what might happen in each situation. We also got a lot of positive feedback about the ploys that buyers and sellers use in the negotiation process. All in all, this was an excellent two-day session. Our people will go back to their territories with sharper skills that will drive higher yields from each sales call.

But without your personal touch – the enthusiasm, the experience, the teamwork you draw out of your "students" – this session just wouldn't have had the same spark. Thanks again for a very productive class.

Sincerely,

A handwritten signature in black ink, appearing to read 'Mike'.

Michael G. Townsley  
Director, Sales & Customer Service

**COPY**

**NOTICE:**

Please respect the time and generosity of our client. Our clients send us letters expressing their appreciation to our products. They request, Please, NO PHONE CALLS!