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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!

September 12, 2009

Mr. Bob Butler
Butler Learning Systems
1325 W. Dorothy Lane
Dayton, OH 45419

Dear Bob,

I just wanted to let you know how much our franchise members enjoyed the last two sessions of "The Changing World of Selling." As you know, we are quite a diverse group consisting of just-hired, seasoned veterans and selling owners. Your program has laid a foundation upon which all of them can grow their sales. One veteran remarked: "This is the best sales training workshop I've ever attended." As always, you were energetic and engaging.

The participants could not wait to get their hands on electronic versions of the 5-A's process, R-Past, and Playbook so they could start using them. I believe they are creating their own personal sales plans and developing some great habits. We still plan to take the playbook from all of the sessions and make one master book to benefit our entire membership.

The program has been well received, and we're looking forward to growing old with Butler Learning Systems.

Best regards,

A handwritten signature in black ink that reads 'Kathy Johnson'.

Kathy Johnson
Director of Learning and Development Training
Allegra Network LLC

21680 HAGGERTY ROAD • NORTHVILLE, MI 48167

TELEPHONE 248.596.8600 FAX 248.596.8601

www.allegranetwork.com



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To whom it may concern,

“Selling in today’s economic market is tougher than many can remember. In good times, many sales people choose to cut corners, eventually getting lazy or forgetting the mechanics of the sales process all together. Sometimes they succeed in spite of their poor execution.

“But in tough times, this Achilles heel is exposed. A top athlete would never stop training or practicing; neither should sales people. It is no accident that Tiger Woods is one of golf’s greatest. Known for his strong work ethic and his relentless practice of the basics, he often pulls off shots that astonish his best competitors.

“At Allegra Network, we also believe that practice makes habit. That’s why when we looked for sales training, we turned to Butler Learning Systems. Butler Learning Systems’ straightforward, ‘real world’ approach has been one of the most effective training workshops we have sponsored for our franchise network.

“‘The Habit of Selling’ and ‘Changing World of Selling’ are designed to be both interactive and real-life applicable. No one falls asleep in a Butler training... not even after lunch! The Butler approach is simple: Participants are broken into small groups where they share personal experiences to create or sharpen their approaches and tackle real challenges. The groups then present their ideas. All participants leave the training with their own personal sales plan.

“After class, Butler compiles the ideas in a playbook for all participants. We have found this to be particularly valuable because many of the challenges are common. Relating to someone who been in the trenches is very important to our sales force. Bob’s wealth of knowledge and experience in a multitude of industries allows him to share relevant examples. Our participants know he’s walked in their shoes. One of our seasoned vets proclaimed, ‘This is best sales training I have ever been to ...and I have been to a lot.’ We have used parts of this playbook in both coaching and supplement trainings. It’s a win for everyone.

“I would highly recommend Butler Learning Systems for any sales training for new hires, seasoned pros and everyone in between.”

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