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May 25, 2007

BLS – Butler Learning Systems  
Bob Butler, President & CEO  
1325 W. Dorothy Lane  
Dayton, OH 45409-1385

Dear Bob,

I am writing to express our appreciation on behalf of the BDI Team for your dedication and leadership in our endeavor to develop the BDI S3 Sales, Strategy and Success Program.

As a global leader in the distribution of industrial products, we are primarily a sales driven company. Economic changes at home and abroad continue to stress our growth aspirations as talent becomes harder and harder to find. A short time ago, it became apparent that we could not continue to meet our aggressive goals without a change to our sales culture.

For years we have survived with product and systems training, back filled with ad hoc sales training programs. In 2005, with your help we embarked on a sales culture change in BDI. We created the “BDI S3 Sales, Strategy and Success Program”. Our goal is to wrap a cultural process around our 500 plus inside and outside Sales Professionals. Today we have successfully trained over 200 Sales Professionals in Level 1, The Habit of Selling and Level 2, Negotiation Selling. Tomorrow, we kickoff Level 3, The Sales Professional, Account Management along with BDI Service Excellence geared to our Inside Sales Team.

Fundamentally, BDI has wrapped a process around selling. We have incorporated Butler principles such as “The Six A’s of Selling and RPAST” into our daily sales planning, learning, prospecting and growth strategies. Our sales culture is changing: New talent is provided a common process to the sales approach, successful teammates gather ideas to further improve their share, successful ideas are shared at sessions and incorporated into our philosophy, sales managers are armed with a common approach to the fundamentals of the selling process and the inside sales support team shares a common approach to the selling process and core company goals.

We certainly recommend Butler Learning Systems to any organization looking to improve the skills and culture of its sales team.

It is a pleasure to work with the Butler Team. Your effort and support has been above professional. We look forward to completion of the next two phases of our BDI Program and the continued incorporation of Butler Learning Systems and BDI S3 Sales, Strategy and Success and BDI Service Excellence into our BDI Sales culture.

Sincerely,



BDI  
Carl James, President & CEO

CGJ:sk

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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!