

August 31, 2009

Bob Butler TSP
President/CEO
Butler Learning Systems
1325 W. Dorothy Lane
Dayton, OH 45409-1385

Dear Bob,

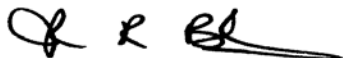
Having completed two of the three levels of The Sales Professional® program, I cannot tell you how excited we are to move on to the final step and document our entire sales team as trained Sales Professionals.

The basics learned and practiced in The Habit of Selling™ program have been reinforced with the weekly Sales Professional forum. I find my team spending time on important details such as call planning, pre-call formulation of questions, tactics to overcome objections and defining call objectives. The Playbook placed all the theories defined in the classroom into a company specific guide and value statement carried by the sales team.

Now that they have completed The Habit of Negotiation-Selling™, I find that my team better recognizes buyer ploys and looks to sell on value more often than price. They find themselves better equipped to use the leverage obtained in the negotiations to move the scale in their favor.

With your personal charisma and ability to get a group excited, I am sure Level III will be as excellent an experience for everyone involved as the first two steps in being allowed to wear the title The Sales Professional®. Please let me know when you and Rob are going to be in the area to discuss Level III Account Management Practices.

Best regards,



John R. Bukowski
National Sales Manager N.A.
Pepperl+Fuchs, Inc.
1600 Enterprise Pkwy.
Twinsburg, OH 44087
(330) 486-0114 PH/FAX
(216) 402-4040 Mobile
www.am.pepperl-fuchs.com

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cc: Wolfgang Mueller
Greg Ernst

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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!