



COOPER TIRE & RUBBER COMPANY
701 Lima Avenue · Findlay, Ohio 45840 · 419-423-1321

May 19, 2014

Bob Butler
Butler Learning Systems
1325 W. Dorothy Lane
Dayton, OH 45409

Dear Bob,

As you know, my sales territory opened up where I live, so I was asked to make a career move and get back into the field. We have accomplished quite a bit over the last three years as manager of sales training at Cooper Tire. Our Sales Certification Process will be completed in June of this year. All of our Business Development Managers and Territory Managers have benefited greatly from the last two levels and will continue to excel with The Sales Professional® Certification.

Over the last couple of years, we've had some excellent dealer training on selling, counter sales, leadership and customer service. I've enjoyed team teaching with you as well as the positive impact you had at the dealer level. The biggest benefit was our new product launch in February of this year. With your guidance, we took the critical sales fundamentals and drilled down to the entire sales force some "best practices" with benefits, selling value6 A's Selling Plan and handling objections using R-PAST. It was great to see the connections we made to this successful product launch and the consistency of message you provided for us.

Our sales team at Cooper Tire truly appreciates everything you have done for us and we will move forward with confidence to the next generation of selling.

Sincerely,

Mike W. Inbody
Manager of Sales Training

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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. Per their request,

PLEASE - NO PHONE CALLS!