



GENESIS
RESCUE SYSTEMS

Genesis Rescue Systems
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Bob Butler
Butler Learning Systems
P.O. Box 292555
Dayton, OH 45429

Hi Bob,

Most of us at Genesis didn't know what to expect, having never been through professional sales training before. Within minutes, you had us completely engaged and created a true learning experience for all of us.

The journey you led us through was incredible, as we developed sales fundamentals on how to communicate our products and services to our customers with consistency. As you reminded us throughout the day, "It's all about safety and productivity." The 5 A's for pre-call planning gives us an excellent framework to prepare sales calls. Already, we're witnessing positive results in the field as our sales professionals execute these newly acquired selling skills.

Bob, your knowledge, experience and passion are contagious! We look forward to continuing this journey with you to complete the Sales Certification Process. Thanks again for providing the sales tools we need at Genesis Rescue Systems to capture market share and become the leader in our industry of selling extrication equipment.

Best regards,

Gary Klaus
President, North American Sales
Genesis Rescue Systems

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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.