

May 13, 2019

Joe Otten, Director  
Konecranes Sales & Service Academy  
4401 Gateway Blvd.  
Springfield, OH 45502

Hi Joe,

It was a pleasure to meet you and I appreciate all you've done to get me on board quickly since joining Team Konecranes last February. The training resources provided have been excellent. Most recently I attended Sales 100 in Springfield, OH. It was a three-day bootcamp facilitated by Bob Butler of Butler Learning Systems.

I have spent over 30 years in the sales profession and participated in endless sales training classes. This one, by far, was the best sales training I have attended. The two days of classroom were highly energetic, entertaining and had me totally engaged. What a learning experience for all of us! I truly believe all Branch Managers and Service Managers should go through this program to bring our sales culture to the forefront of our customers. Butler preached to us for three days, "It's all about safety first and productivity second."

Day three was all about showcasing our knowledge and skills in videoed roleplays. It was awesome to watch yourself in a realistic sales situation and being critiqued by the master himself, Coach Bob. Bob, he even helped me to polish up my closing statement on an email after class for a very large potential order.

So, as you can see, an "old dog" can learn new tricks and excel in this sales arena. Thanks again for giving me this opportunity to attend this excellent sales event. I'm also looking forward to attending other sales events in the future.

Best regards,

*Kevin Irving*

Kevin Irving  
Service Sales  
Konecranes, Inc.

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