

October 4, 2019

Bob Butler
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Hi Bob,

Thanks again for coming in and training us during our August sales meeting. As you know Waterous has a seasoned sales team that travels the globe. The sales fundamentals you taught us are sound and were a good refresher, even for the vets! It will help us develop a common sales language as we move forward into the future.

We all needed a reminder about structuring and preparing for a sales call. The 5 A's are a nice tool for pre-call planning and will bring a better, consistent message to our customers. Some of the guys commented they liked the workshops on the value story and probing questions.

We were impressed with the pre-training research that you did so you were talking our industry language.

Bob, your knowledge and passion for training are contagious! We look forward to continuing this journey with you.

Best regards,

Gregg
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