

Tariq Zaidi

Huthwaite, Inc.

15164 Berlin Turnpike, Purcellville, VA 20132

**(METERED 3RD
CLASS POSTAGE)**

Mr. Jonathan Wilson
Vice President, Sales
Acme Technologies
One Oakmont Avenue
Waltham, MA 01684

Open gently. Housefly enclosed.

Huthwaite, Inc.

Creators of SPIN® Selling

November 8, 2000



Mr. Jonathan Wilson
Vice President, Sales
Acme Technologies
One Oakmont Avenue
Waltham, MA 01684

Dear Mr. Wilson:

Imagine you are a fly on the wall as your salespeople meet with important customers and pursue substantial pieces of business. Your mission: to discover the skills and techniques of your top producers, so everyone in your organization may benefit from them.

It's hard not to buzz -- but you keep silent. These insights are too valuable to miss!

When your salespeople leave, you clandestinely remain. To understand how buyers really value your selling efforts, how purchase decisions are really made, where you really stand versus your competition, what's really changed about selling and buying in today's information economy.

Human fly act a bit much for you? Then hitch a ride on our wings. We're Huthwaite, and over a 12-year period we've scrutinized more than 35,000 sales calls to arrive at the real (and frequently surprising) truth about what it takes to be successful in today's selling game.

See what we've learned lately in ***Myth Busters: How Major Sales are Really Made*** as authored by Huthwaite founder and SPIN™ Selling legend, Neil Rackham. This whitepaper wake-up-call is yours free and without obligation if you'll simply return the enclosed Authorization Form.

Sincerely,

Tariq Zaidi

President and CEO

PS: We're not in the business of alarming people, but I must warn you that ***Myth Busters: How Major Sales are Really Made*** will deliver a most unpleasant shock to anyone who is operating under the mistaken idea that traditional value selling ideals continue to apply in today's selling environment.

Mr. Tariq Zaidi
President and CEO
Huthwaite, Inc
Wheatland Manor
15164 Berlin Turnpike
Purcellville, Virginia 20132

Mr. Jonathan Wilson
Vice President, Sales
Acme Technologies
One Oakmont Avenue
Waltham, MA 01684
(Please correct if necessary)

Dear Mr. Zaidi:

☐ Okay, please send me my free copy of ***Myth Busters: How Major Sales are Really Made*** by Huthwaite founder and SPIN Selling legend Neil Rackham. It is understood that I am under no obligation as a result of accepting this free invitation.

(Please include information below, then return entire form in the postpaid envelope provided. Or fax to (540) 882-9004. Sorry, this invitation is not transferable.)

(signature)

(business phone)

(e-mail address)

Our sales force numbers:

My familiarity with Huthwaite and SPIN[™] Selling is:

() 1-9 () 50-249
() 10-49 () 250+

() Highly familiar () Sort of familiar
() Familiar () Not familiar

About Huthwaite, Inc:

At Huthwaite, we believe selling is not just a profession to be practiced but a science to be understood. Our passion for research rivals that of any other scientific pursuit.

Our discoveries include more than 100 discrete selling behaviors, which we have painstakingly analyzed during the course of more than 35,000 sales interactions over a 12-year period. The result of this experiment: the development of a powerful set of selling models that have been unassailably associated with superior sales performance and results.

You may read about our discoveries in our many best-selling books, including ***SPIN[™] Selling, Major Account Sales Strategy, Managing Major Sales, Getting Partnering Right*** and ***Rethinking the Sales Force***.

Better yet, talk to us about helping your organization develop your selling skills, sales management and overall sales strategy to a world-class level. Huthwaite already serves dozens of industry leaders including, IBM, Microsoft, McKinsey, Texas Instruments, Motorola, Citicorp, and Arthur D. Little.