

# Huthwaite, Inc.

Creators of SPIN<sup>®</sup> Selling

February 7, 2001

Mr. John Jenkins  
Vice President, Sales  
Acme Technologies  
3100 Oak Avenue  
Chicago, IL 60132

Dear Mr. Jenkins:

If you eat, drink and sleep selling -- and aspire to lead the finest sales force on the planet, then this letter bears good news.

Providing you can do without an hour or so of the aforementioned shut-eye, that is.

It's your invitation to join Neil Rackham and a small group of your peers over breakfast at 8:00 AM sharp on Thursday, March 29 at the Ritz-Carlton Hotel in Chicago for a wake-up-call on how to succeed in today's selling game.

You'll hear Neil share his latest discoveries as documented in his new McGraw-Hill bestseller *Rethinking the Sales Force*. Then have an opportunity to dialog with Neil concerning how to apply these breakthrough ideas to your own sales force and your own competitive market environment. No charge, no obligation, of course.

See the attachment for more about Neil and *Rethinking the Sales Force*. Then reply as soon as you can using the attached RSVP form -- even if you can't attend. By declining now (regrettable, perhaps you can rearrange things?) you offer us the opportunity to invite another in your place.

Sincerely,

Tariq Zaidi  
President and CEO

PS: Join us as our guest and take home your very own free copy of *Rethinking the Sales Force*, autographed by Neil, himself. This book has been rated 5 stars by Amazon.com readers, who have paid \$17.47 to purchase it. Again, no obligation.

PPS: If you prefer to e-mail us with your intentions, you are welcome to contact me at [tz@huthwaite.com](mailto:tz@huthwaite.com). We'll reply with confirmation details.

# **R.S.V.P: *Rethinking the Sales Force*** **An invitation-only breakfast with Neil Rackham**

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

Mr. John Jenkins  
Vice President, Sales  
Acme Technologies  
3100 Oak Avenue  
Chicago, IL 60132  
(Please correct if necessary)

Dear Mr. Zaidi:

I accept your invitation for breakfast with Neil Rackham on Thursday, March 29 at the Ritz-Carlton Hotel in Chicago, beginning at 8:00 AM and free of charge or obligation.

I understand that Neil will personally debrief me and a small group of my peers on *Rethinking the Sales Force*, his new McGraw-Hill best seller. Also that I will have plenty of opportunity to tap Neil's thinking on how to apply these breakthrough ideas to my own sales force and competitive market environment.

I further understand that I will receive a complimentary autographed copy of *Rethinking the Sales Force* to take back to the office with me.

\_\_\_\_\_  
(signature)

\_\_\_\_\_  
(business phone)

\_\_\_\_\_  
(e-mail address)

Thank you, but I will not be attending. You may invite another in my place

(Please provide information above and return in the postpaid envelope provided. Or fax this form to (540) 882-9004. Or you may RSVP by e-mail by providing your intentions and contact info to [tz@huthwaite.com](mailto:tz@huthwaite.com). Sorry, this invitation is not transferable.)

----- **(Tear Here and Retain Portion Below)** -----

**EVENT:** *Rethinking the Sales Force*: an invitation-only breakfast with Neil Rackham

**DATE:** Thursday, March 29, beginning at 8:00 AM

**SITE:** Versailles Room, Ritz-Carlton Hotel, 160 East Pearson Street, Chicago IL  
Hotel phone: (312-266-1000)

**ATTIRE:** Business casual acceptable.

**AGENDA:** 8:00 AM Continental Breakfast  
9:00 AM Presentation: *Rethinking the Sales Force* - Neil Rackham  
(See attachment for detail)  
10:00 AM Q&A, application to specific attendee situations  
11:30 AM Adjourn

# *Rethinking the Sales Force*

## PRESENTATION DETAIL:

- How shifts in customer buying behaviors have totally redefined what it takes for sellers to succeed. And why communicating the unique value of your offerings is no longer enough.
- Two strategic considerations that govern what customers demand from you in today's new purchasing environment. Why you must align your selling strategy or risk failure virtually overnight.
- Why traditional definitions of value selling have become downright dysfunctional.
- Stop segmenting your sales organization by customer worth and geography. Instead, focus on these 3 discrete customer value types.
- Be careful about applying a consultative selling approach and value added services to this type of customer. It will only aggravate them and dilute your bottom line.
- It's no easy matter to upgrade your sales force to perform this demanding role. Here's how you can be one of the few to actually make the grade.
- Partnering with customers can offer both substantial rewards and risks. How to decide if a potential partnership relationship is worth pursuing.
- Which selling model is best for you? This simple grid can make a gut-wrenching decision cheerfully obvious.
- How to succeed in spite of commoditization, cross-category substitution and price wars.
- Why many sales forces strike out with both customers who buy on price and customers who buy on service. How to be sure your organization is not among them.
- Now that e-commerce is taking over the transactional sale, do you really need a traditional sales force? How to decide.
- How to apply lessons learned from Amazon.com, Dell and Schwab to help optimize your firm's selling model.
- Is your organization unconsciously sabotaging your people's efforts to sell consultatively? Which selling support systems need to be in place?
- How to institute planning and reward structures that incent the consultative selling activity you want.
- Are you over or under investing in your sales force? How to tell.
- Why larger accounts are frequently becoming less profitable, and what to do about it.
- What role should marketing play in helping sales create value for customers?
- Why many sales forces have found it agonizingly hard to change from a product focus to a solution focus. How to overcome the barriers to building a truly consultative selling effort.
- How to reconfigure your salespeople as value creators as opposed to value communicators.

**About *Rethinking the Sales Force* presenter, Neil Rackham.  
See opposite side.**

# About *Rethinking the Sales Force* presenter **NEIL RACKHAM:**

Neil Rackham is a world-renowned authority on selling and sales management. Trained as an experimental psychologist, he is famous for his work in applying research disciplines toward understanding and perfecting the dynamics of sales performance. A noted speaker, consultant and writer, he is the author of *SPIN<sup>®</sup> Selling*, McGraw-Hill's best selling business book ever -- and founder of Huthwaite, Inc. a leading organization in the sales performance field. His new book, *Rethinking the Sales Force*, has been rated 5 stars by Amazon.com readers. "It will radically change your thinking about your sales force - even whether you need one," says Philip Kotler, Distinguished Professor, Kellogg Graduate School of Management.

Born in England, Neil Rackham grew up in the jungles of Borneo. At age 18 he returned to England and survived a crash course in civilization that prepared him to enter Sheffield University, where he earned a degree in experimental psychology.

While a post-graduate Research Fellow at Sheffield, Neil developed a range of behavior analysis techniques that allow precise statistical measurement of complex interactive skills. He began to use these research tools to study areas such as selling and negotiating where success depended on complex interpersonal skills. From watching top performing salespeople in action, Neil became convinced that much of the traditional wisdom on how to sell was inadequate and often downright wrong.

He put together a research consortium, supported by IBM and other major multinationals, raising the funds needed to mount the largest ever research study of successful selling. This massive project involved a team of 30 researchers who studied 35,000 sales calls in over 20 countries.

The result: the discovery of more than 100 discrete selling behaviors and the development of a powerful set of selling models that has been unassailably associated with superior sales performance and results.

You can read about Neil's early discoveries in the groundbreaking *SPIN<sup>®</sup> Selling* (McGraw-Hill, 1988) and *Major Account Sales Strategy* (McGraw-Hill, 1989). His books regularly rank among business bestsellers, and *SPIN<sup>®</sup> Selling* is McGraw-Hill's best selling business book ever.

Early adopters of Neil's discoveries reported average sales gains of 17% compared to control groups. So it's not surprising that he and his Huthwaite colleagues have been sought out by many leading sales forces including IBM and Citicorp, and that he collaborates regularly with senior partners in McKinsey, Andersen Consulting and other leading professional services firms.

*Rethinking the Sales Force* chronicles Neil's most recent discoveries, reflecting the growth of the Internet and today's information economy.

**For additional detail concerning what's in store for you at  
*Rethinking the Sales Force* -- see opposite side.**