



August 7, 2002

Mr. Jonathan Prospect  
VP Sales  
Pursuit Corporation  
300 Apple Tree Lane  
Suite 400  
Dayton, OH

Dear Mr. Prospect:

Should smart sales managers personally involve themselves in face-to-face selling?

For trustworthy answers to this frequently asked question please see the attached FAQSheet excerpt from *Managing Major Sales* by Neil Rackham, originator of SPIN<sup>®</sup> Selling and founder of sales performance leader, Huthwaite.

It's yours with my compliments to introduce you to the strategic partnership between Huthwaite and my firm, Advantage Performance Group.

We're teaming with Huthwaite because they share our passion for human performance measures that are research-based and field tested.

In the months to come, I'll be sending you FAQSheets on additional topics of vital importance to managing major sales. If you find them valuable I hope you'll consider piloting a Huthwaite sales performance solution within your organization.

In the months to come, I'll be sending you FAQSheets on additional topics of vital importance to managing major sales. If you find them valuable, I'm hoping we will have the opportunity to discuss your priorities and plans for your sales organization.

I'll be interested in what you think.

Sincerely,

APG Rep Name  
Partner  
(800) 494-6646 x228

PS: You are welcome to copy and distribute the attached FAQSheet to your sales managers (for an electronic version, visit [www.advantageperformance.com/faq1.html](http://www.advantageperformance.com/faq1.html)).



## **About Advantage Performance Group**

Advantage is the world's largest and fastest growing sales performance consulting network. Our passion is discovering and sharing the very best practices across every selling discipline.

Independent of any single content source or doctrine, we draw upon an elite team of globally recognized thought leaders and solution developers, including sales performance authority, Huthwaite, Inc.

A network, rather than a conventional corporation or consulting practice, our members are able to dedicate their efforts 100% to serving customers rather than to supporting a bureaucratic chain of command.

With partners in 18 major U.S. cities and working relationships in Canada, Latin America, Europe and Asia, Advantage is fully resourced to provide timely delivery and support to the largest multinational.

Advantage clients comprise dozens of industry leaders, including:

- Anheuser Busch
- AT&T
- Bausch & Lomb
- Cellular One
- Charles Schwab
- Dell Computer
- First Union Bank
- Genentech
- General Electric
- Hewlett-Packard
- Levi Strauss
- Marriott
- Merrill Lynch
- Microsoft
- Oracle
- Sun Microsystems
- ... and many more

## **About Huthwaite**

Huthwaite is a research-based authority on the field of selling, offering a number of selling models that have been associated with superior sales performance and results.

Huthwaite helps dozens of Fortune 100 market leaders equip their people in consultative selling, account planning, sales negotiating and sales management.

Huthwaite founder, Neil Rackham is the author of SPIN<sup>®</sup> Selling, McGraw Hill's best selling business book ever.