

FREE!

**AUDIO CASSETTE
SALES TRAINING PROGRAM
FOR RESELLERS**

Suite 235
100 Jericho Quadrangle
Jericho, New York 11753

FREE!

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SALES TRAINING PROGRAM
FOR RESELLERS**

INTRODUCING..."SUCCESSFUL SALES STRATEGIES FOR RESELLERS"
* The Ultimate Sales Training Program for Resellers *
* *
* A \$3,500 value--Yours FREE from Studebaker-Worthington *

Dear Reseller:

Times are tough. Sales are soft. What do you do?

Studebaker-Worthington Leasing Corp. has the solution:

"SUCCESSFUL SALES STRATEGIES FOR RESELLERS"

... The sales training program that can give you -- and your salespeople -- a tremendous edge in today's competitive marketplace.

Commissioned by and licensed exclusively to Studebaker-Worthington, the "SUCCESSFUL SALES STRATEGIES FOR RESELLERS" audio cassette program (listening time: 90 minutes) cannot be purchased anywhere, at any price.

But we will give you a copy FREE OF CHARGE with the next sale of \$1,000 or more you close with a Studebaker-Worthington lease.

GIVES YOU SPECIFIC SALES TECHNIQUES THAT WORK

Unlike many sales training programs, which -- frankly -- are often full of hype and puffery, "SUCCESSFUL SALES STRATEGIES FOR RESELLERS" tells you action steps to take, things to do, and what to say to produce an immediate, tangible increase in your closing rates and profitability (see enclosed flyer).

Plus, it's the only sales training program we know of that's designed specifically for resellers in the computer, software, and office equipment marketplace.

Step-by-step, Robert W. Bly -- one of the leading sales trainers in the computer and software industry, and the author of 25 sales and marketing books -- shows you how to ...

- ** get more prospects interested in doing business with you
- ** overcome "your price is too high" and other common sales objections ... with ease and confidence

Continued on reverse side...

** close more sales -- and bigger sales -- faster than ever,
while significantly increasing your profit margin and cash
flow on every sale you make!

THOUSANDS OF DOLLARS WORTH OF SALES STRATEGIES ... YOURS FREE!

What is the dollar value of the selling strategies and tactics
contained in "SUCCESSFUL SALES STRATEGIES FOR RESELLERS"?

To hire Mr. Bly to present this sales training material to your
company would currently cost you \$3,500 to \$5,000. But its value
to you can be much more than that when you apply the techniques
to boost your own sales 10, 20, even 30% or more.

So, arrange your next lease of \$1,000 or more through Studebaker
... and get, as a Bonus Gift, a FREE copy of this unique audio
cassette sales training program.

THE NATIONWIDE LEADER

Studebaker-Worthington is the nationwide leader in leasing for
computer, software, and office equipment resellers.

Our fast, courteous, paperwork-free leasing service gives you a
way to overcome price as an objection ... and capture those
"impossible" sales ... because the monthly lease payment can be
tailored to meet the buyer's budget.

You put extra money in your pocket when you do a lease with
Studebaker, because the big leasing commissions and bonuses we
pay can add significantly to your bottom line.

Cash flow is also enhanced, because your invoice, commission and
bonus are paid immediately by overnight Federal Express.

Best of all, for a limited time, you also get ... as a Bonus Gift
... a FREE copy of the audio cassette sales training program,
"SUCCESSFUL SALES STRATEGIES FOR RESELLERS" -- which can help you
boost sales and profits as never before.

Very truly yours,



Kenneth M. Paston
President

P.S. This is a time-limited offer. And once it expires, it may
never be repeated again. So to get your FREE copy of
"SUCCESSFUL SALES STRATEGIES FOR RESELLERS," be sure to call
a lease in to us toll-free at 800-645-7242. We'll rush the
complete program to you as soon as the lease is closed.

Specific, proven, and utterly practical sales tips for computer, software, and office equipment resellers

"Successful Sales Strategies for Resellers" is NOT a generic or motivational program. Recorded on three information-packed audio cassettes (total listening time: 90 minutes), this program tells you steps to take, things to do, and words to say to produce an immediate, tangible increase in your closing rates and profitability.

Importantly, these powerful techniques and strategies have been proven to work in the computer, software, and office equipment marketplace - YOUR business.

Among the topics covered (just a sampling):

How to overcome the two toughest sales obstacles - "price shock" and fear of obsolescence

Time-honored sales techniques that won't work in the 1990's ... and new techniques that will

How to quote a price that is significantly lower than your competitor's ... while actually increasing your profit by \$200 to \$1,000 or more!

How to demonstrate your product in a special way that generates tremendous customer enthusiasm

5 simple questions you can ask that immediately separate the serious prospects from the time-wasting, "just looking" brochure collectors

The most common sales errors made by resellers and how to avoid them

The correct words (and body language) to use when making your sales presentation

When ads are - and are NOT - effective for generating leads

How to maximize results from business expos and trade shows

The secret to doubling your direct mail response rates

How to close the sale on the spot, so your prospect won't walk out to "think about it"

How to get a warm reception when making a cold call (it works 87% of the time)

What to say - and when to say it - when making cold-calls to potential customers

How to find out what your customer can ... and is really willing to ... spend (so you can tailor your quote to meet that amount)

How to handle the prospect who says "I have to get approval before we can go ahead" (and get to the real decision-maker)

What to avoid when making your sales presentation

What to say when your customer asks you a question you can't answer

How to get a FREE "sales database/contact management" software package equivalent to sales software packages selling for \$400 and up

How to determine how close your prospect really is to making a decision

When you should NOT sell to a prospect - even though she wants to buy!

Why follow-up is the key to closing sales, and how to determine how often to follow-up

What to say when your prospect tells you he can get the same equipment cheaper from your competitor (it will close the sale for you!)

How to speed your cash flow and virtually eliminate dunning and collections

About the author

Robert W. Bly, author and narrator of "**Successful Sales Strategies for Resellers**," is a well-known sales trainer and marketing consultant in the computer and software industries. Clients include IBM, Micro Logic, Scantron, Ascom Timeplex, Thoroughbred Software, Walker Richer & Quinn, On-Line Software, Mortice Kern Systems, Waterloo Maple Software, and dozens of others. He is the author of 25 business books published by Prentice Hall, McGraw-Hill, Henry Holt & Co., John Wiley & Sons, and other major publishers.

How to get your FREE copy

"**Successful Sales Strategies for Resellers**" is yours FREE with the next sale you finance with a Studebaker-Worthington lease. Just call toll-free 800-645-7242, and the tape album will be sent to you at no charge upon completion of the lease. This special free offer is time limited. And the supply of tape albums is limited. So be sure to call us soon.

We're open: Eastern Time - 'till 8:00 P.M.;
Central Time - 'till 7:00 P.M.; Mountain Time -
'till 6:00 P.M.; Pacific Time - 'till 5:00 P.M.

**Studebaker-
Worthington**
LEASING CORP.

800-645-7242

SUCCESSFUL SALES STRATEGIES FOR RESELLERS

The dynamic audio sales training program for computer, software, and office equipment resellers - yours FREE through this special offer from Studebaker-Worthington Leasing Corp.

Looking to boost sales in today's lackluster economy?

"SUCCESSFUL SALES STRATEGIES FOR RESELLERS" can help.

It's the only sales training audio cassette program designed specifically for resellers - giving you all the information you need to get large numbers of prospects interested in what you are selling, convince more of those prospects to buy, and dramatically increase your revenue and profits.

Here's what you'll learn:

How to generate enough sales leads to keep you busy for a year!

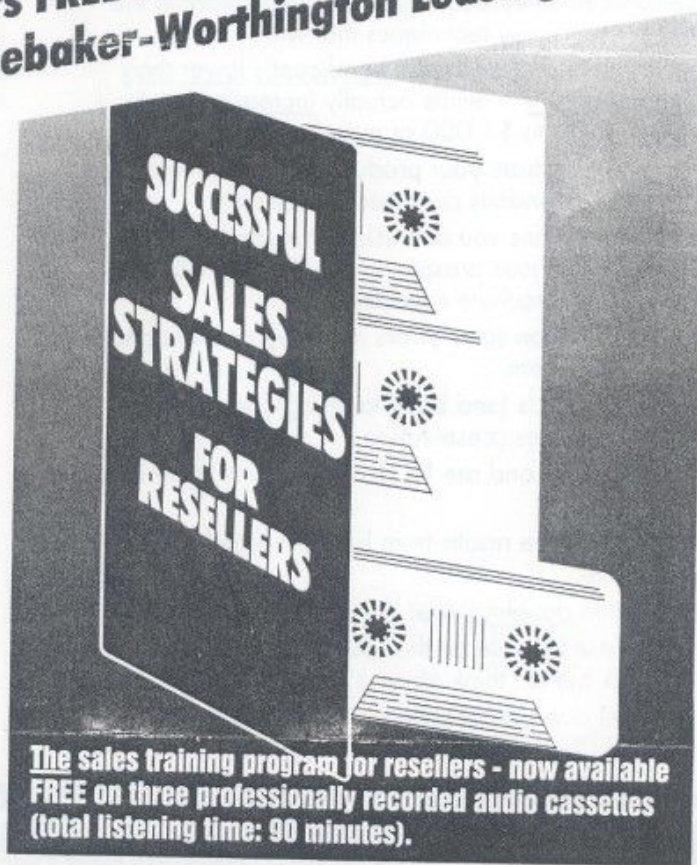
5 essential steps to prequalifying your prospects - so you make presentations to serious buyers instead of time-wasters

How to overcome "Your price is too high" - and other common objections

How to close more sales, more easily

Proven strategies for handling today's cost-conscious buyer

And much, much more ...



NOT AVAILABLE IN STORES

You can't buy "Successful Sales Strategies for Resellers" anywhere, at any price.

But a copy of this program is available absolutely FREE to resellers who offer leasing to their customers through Studebaker-Worthington.

Turn over for complete details...