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Jericho, New York 11753

Just a few of the subjects covered by this FREE CD ROM in full motion, sound and color:

- Sure-fire closing techniques
- Finding your customer's "hot button"
- How to handle "price shock"
- Preventing your customer from saying "no"
- How to avoid price cutting
- How to handle the obsolescence objection
- Avoiding the sales mistakes most often made by resellers

FREE CD ROM

Shows You How To
Overcome Your
Customers' Toughest
Sales Objections

FULL MOTION
SOUND
COLOR

BLK. RT.



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NEW FREE CD ROM TRAINING PROGRAM

Shows You How To Overcome Your Customer's Toughest Sales Objections

Dear Reseller:

What should you tell your customer when she says:

"Your price is too high"

OR

"I'm not sure - I want to think about it"

OR

"I'm sorry, but I've decided against it"?

We have the right answers to these...and many other...sales objections your customers confront you with. They're all in our FREE sales training program on CD ROM, "Sales Secrets For Resellers." It's filled with practical, sure-fire sales techniques that truly work.

More than 10,000 resellers have already benefited from the original video version of this powerful sales training program from Studebaker-Worthington, the nationwide leader in computer, software, and equipment leasing for a quarter of a century.

Now "Sales Secrets for Resellers" has been revised, expanded, and rereleased on a full motion, full sound, full color, professional quality CD ROM. Like the original, the new CD ROM program is designed to help you close more sales and make more money. It doesn't just tell you how to improve your selling skills. It shows you. Step by step.

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You'll recognize many of the scenarios depicted in this program, because they deal with actual sales situations you encounter every day. Typical customers raise tough objections ... and ask hard questions. The CD ROM shows you exactly how to handle them ... so you can close more - and bigger - sales.

View "Sales Secrets for Resellers" on CD ROM right at your desk using your PC! You and your salespeople will find it VERY profitable.

See for yourself. Call 1-800-645-7242 and get your FREE CD ROM now. There's no cost. No commitment. And nothing to buy. This is a truly free offer, with no strings attached. Call today!

Very truly yours,



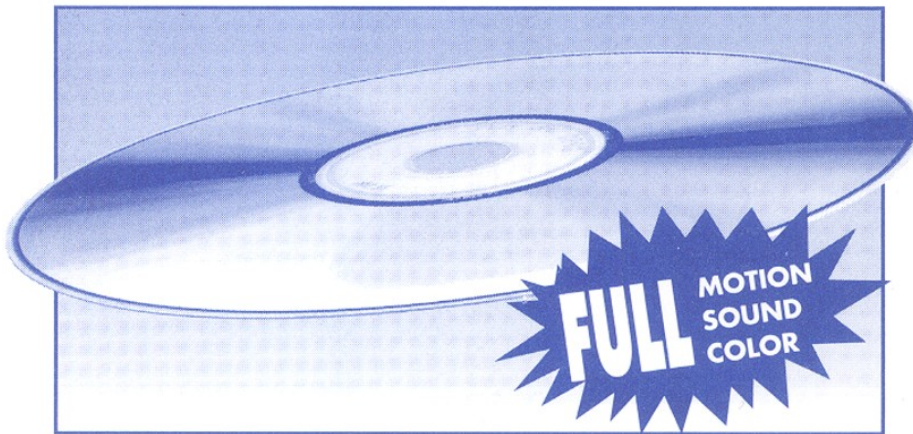
Kenneth M. Paston
President

P.S. After you view our free CD ROM sales training program, "Sales Secrets For Resellers" - in full motion, sound and color - you'll know exactly what to tell your customer when he says, "I want to think it over."

P.P.S. Minimum system requirements to run this CD ROM: Windows 3.1, 4 MB free hard drive space, 486 SX/25 processor, mouse, 8 MB RAM, dual speed CD ROM drive, SVGA of 640 x 480 or 800 x 600, and 8-bit sound card.

FREE CD ROM

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AND MAKE MORE MONEY.**



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