



**MACHINERY
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April 18, 1997

To: John Hirth
From: Randy Harland
Re: Your request for feedback about Breakfast Club III



Thanks for your voicemails requesting feedback. I appreciate your follow-up.

So far, I have learned the following, when I asked whether the class met, exceeded, or fell short of expectations:

From Matt Rittle, telemarketer for our Used Group

I thought the class was helpful, especially since I'm new to sales world. I tried to apply whatever I learned but couldn't fully because I don't have a "real" territory or same customer to call on a repeat basis. I thought John was a good instructor, he tried to accomodate those of us who were not currently selling. Again, being "green" in the sales industry much of this was new to me, and gives me another way to look at sales and how customers think. I'm grateful for the experience.

From John Olas, Mazak salesman

I felt they exceeded my expectation.

From Eric Hilliard, Mazak salesman

I liked it. It's helped me get orders. I want 6 more weeks! Of all the things I've learned at MSI so far [Eric's been on board for 4 months, after selling machine tools for a competitor of 6 years], I learned the most at the Breakfast Club.

Vic Sawchuk, Tooling salesman

Randy, exceeded, very good. Great techniques, highly useful

Ed Rappel, telemarketer for our Used Group

I'm much better at asking tough questions to qualify customers.