



## Benedict Negotiating Seminars Inc.

Thank you for your interest in our DVD-based workshop, *How to Deal With Back Door Selling* – also titled, *Dealing With the Highly Skilled Salesperson*.

Upon your request, we will mail you (free of charge), a preview DVD, brochure, and multiple case studies about this results-producing, time-tested seminar.

### THE DVD – ACTUAL WORKSHOP FOOTAGE

The preview DVD shows actual footage of the workshop. It will help you demonstrate to anyone at your company who talks with salespeople that there is a **problem as well as a solution** to this important issue. It also addresses the topic of Back Door Selling in a very non-defensive manner.

### THE BROCHURE AND CASE STUDIES

The brochure outlines the overall concept of Back Door Selling while the case studies point to positive results experienced by Lockheed Martin, Delphi Automotive, Texas Instruments, Dean Foods, and Hoffman Engineering.

Since 1993, hundreds of thousands of engineers, buyers, information systems, research and development, HR, marketing, receptionists, project managers, assembly line and warehouse workers and members of top management have gone through this workshop. Client companies include: Rockwell, Honeywell, John Deere, Texas Instruments, Delco Electronics, Ingersoll Rand, Sherwin Williams, Smuckers and numerous other Fortune 500 companies.

### WHY COMPANIES USE THIS WORKSHOP

Our customers tell us the **three main reasons** that the workshop is attractive to them is:

**It works!** While we would invite you to go to our website at [www.backdoorselling.com](http://www.backdoorselling.com) and review the results achieved by many companies, here are 3 that document how effective this workshop has been in helping to slam the door on Back Door Selling.

*“The workshop has exceeded our expectations. Initially, we enrolled over 350 of our design engineers and process engineers. It was so successful that we expanded enrolment to include anyone who may come into contact with our suppliers. We have also made it a part of our new employee orientation.”*

– Matt Casey, Organization Development Specialist, Honeywell, Microswitch Division

*“Benedict’s workshop provides practical guidance that anyone can put to use right away. We have no doubt that it has helped our employees achieve very real and significant savings. In fact, this learning experience is so important that our Vice President of Engineering and Operations has established enrollment in the workshop as mandatory.”*

– Dr. Larry Long, Manager, Training and Development, Rockwell International

*“There is no question in my mind that this program has had an impact on the bottom line – and it’s in the millions.”*

– Mark Hosking, Purchasing Manager, Delphi Delco Electronics



**Benedict Negotiating Seminars Inc.**

**It's cost effective** – For \$3960\* (plus trainer travel expenses), for workshops conducted within the US, your company can train up to 40 people in this half-day workshop. Our clients tell us that it is the most cost effective training that they have ever seen.

If paid on the day of the seminar, the fee is even lower at \$3560 (plus expenses for the BNS trainer).

In addition, our clients feel their return on investment is very rapid. Many of them have told us that the destruction of their negotiating leverage due to back door selling has cost them literally millions of dollars.

**It's time efficient** – While non-purchasing personnel may not be willing to spend two to three days in a training workshop, this targeted half-day workshop has been very well received.

How much is back door selling costing your company each year? It doesn't have to continue!

We look forward to talking with you.

Sincerely,

*Bob Benedict*

Robert M. Benedict  
President

*\*Please contact BNS for pricing on workshops held outside of the US.*