

Subject: Decision Engine - Consistently present your business reason to buy

I'd like to introduce you to a new '**Decision Engine**'... Consider 'Showing' versus just 'Selling'.

- o ..."Finally, equip reps with an ROI calculator that shows customers the value of behavior change...the best ROI calculators are... built to convince customers to do something, not to buy something — to take action on whatever new perspective you've just taught them" ... 11/7/11
[Harvard Business Review](#)

Create your compelling 'Business Case' to your business prospects by defining your '**Business Reason to Buy**' in real-time with a dynamic 'Decision Engine' that creates value snapshots on the fly.

"SALES TOOLKIT PRO™ DECISION ENGINE IS A GAME-CHANGER" – CEO, BUSINESS SERVICES COMPANY (500+ REPS)

Your interactive interview guide, based on a natural conversation flow, converts answers provided by your prospects...into the direct benefit they will see for each of your services... in their terms, not 'selling' terms.

This system does not compete with your current CRM, SFA or sales process... but can be linked to a CRM platform like Sales Force.com or any other.

This is a 'Game-Changer' for companies, like yours, utilizing [independent agents](#) and/or, [corporate sales teams](#). This is also a game changer for [sales training companies](#), [telecom sales teams](#), as well as [start-up companies](#).

You will differentiate your deliverables, because your competition does not build and define prospect Business Cases in real time, with real business numbers.

Allow us to demonstrate to you your [Decision Engine](#) and your Fast Track Process that will **advance prospect Buy-in, Adoption and Results.**

To see how you will directly benefit, [please fill out the appropriate contact form](#) and we will promptly confirm our interaction.

Thank You, Tom McDonald, 608-788-5144, tsm@centurytel.net; [MyLinkedInProfile](#); My Website: <http://www.mcdonaldsalesandmarketing.biz/>

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