



COMMUNISPOND™

May 15, 2003

Mr. John Jones  
VP Human Resource Development  
Excel Business Services  
399 Erie Boulevard  
Utica, NY 28399

Dear Mr. Jones:

Your CEO ambushes you during an important meeting with a question you haven't prepared for. How should you respond?

Hopefully, you've had the benefit of Communispond. We're the education resource of choice when there's a lot riding on how well you communicate in public.

Once the privilege of a leadership elite (we have personally served 62 board chairmen, 362 company presidents and 3100 sales executives) our Communispond offerings are now available for any population that must hold their own in high stakes communications situations, including:

- Sales forces battling to beat quota and increase market share
- Marketing departments launching new products and services
- Technical teams managing mission-critical projects
- Leaders instigating change

If your people hold important responsibilities and there's a lot riding on their ability to express themselves and inspire others to action, we should talk. I'll be contacting you shortly to arrange an exploratory discussion.

Or you are welcome to take the initiative and call me at the number below.

Yours truly,

*John Doe*

John Doe  
Account Manager  
(212) 344-2778

PS: How do you respond when your CEO (or another highly placed official) puts you on the spot? Try your hand at choosing the correct response on the cover of the attached Mini Case, then open the seal to discover the Communispond solution.