

**Dennis R. Kyle**

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**From:** Community Staffing Services [comstaff@montrose.net]  
**Sent:** Thursday, February 03, 2000 6:33 PM  
**To:** dennis@positiveresults.com  
**Subject:** Sales Training Articles

Mr. Kyle,

Thank you! I recently discovered your on-line Sales Training Articles and am very grateful to you for taking the time to make this information available.

I started a staffing/temporary service 2 1/2 years ago and am presently involved in creating training manuals for my staff. Having worked as a selling manager of a large corporation for 7 years, I received a lot of sales and management training via seminars, workshops, corporate newsletters and books. My dream has always been owning my own business so I had to leave the corporate culture and give it a shot. I was also getting burned out on Sales activities as my main stay.

I have always believed in training and that Sales training can be applied to any position where there is customer or heavy employee contact. We had very strong growth last year even though we don't have, at this time, an outside sales person. This is due in large part to the fact that my CSR (now office mgr, clerical dispatch, and full charge bookkeeper) from the other corporation came with me and brought 7 years of experience and training with her. We are also very serious about customer service, the extra mile.

For two years, it was just the two of us so building training programs didn't get very high up on the to-do list. My business plan calls for, and recent growth shows a need for at least 6 additional employees over the next 5 years. Our recently hired CSR/Industrial Dispatcher, having survived boot camp, is now in need of additional training. We have quite a bit of training materials in videos, cassettes and books but I am building a condensed reference binder to store specific training information and use for staff training meetings.

Your articles are perfect applications of what I am looking for. Many seminars and training materials I have waded through give the general concepts and psychology but don't get down to specifics of why and how to. Your articles cut to the essence. I found them to be wonderful refreshers as well. I would like your permission to print and use your articles as part of my training reference binder. As time and money allow, I would like to use more of your products to help get my people ready for management positions. Your work will save me mountains of time and give me the peace of mind of knowing my people are getting the best training I can expose them to.

Respectfully,  
Dave Dolan, President  
Community Staffing Services, Inc.