

Sample A. Sample
123 Anystreet
Anytown, USA 12345



Rick Segel is a noted Speaker and author of two books, *Retail Business Kit for Dummies* and *Laugh & Get Rich*. Rick is currently the retail marketing expert for Staples.com and his articles are seen by 1.8 million people monthly.

Dear Sample,

I'd like to send you a FREE audiotape at no obligation entitled "*Ways to WOW Your Customers!*"

Sample, this free tape will give you 14 specific great ideas that are proven to work in "the real retail world."

I've had the passion for helping retail executives and managers like you for 29 years.

It started when I was thrown into the retail business without any experience. (My father became sick, so I had to work at the store.)

Anyway, here's the bottom line ...

... the FREE tape I'll send you will result in more sales at your store with less work on your part and your subordinates.

"Why the free tape?" You ask.

It's my way of introducing myself, my concepts and my speaking which you may be interested in some day.

The most popular speeches I give are: 1) *Romancing the Customer* 2) *Ways to WOW Your Customers and Keep Them Coming Back* and 3) *How to Find Them, Hire Them and Keep Them*. (A partial list of retail organizations and their comments are on the back of this letter.)

Sample, mail the card, fax or call for your free cassette tape now. I have a limited quantity, so please respond today. Thanks.

To More Sales For You Soon,

Rick Segel

Rick Segel

P.S. I've already helped dozens of retailers improve their business and most important, their bottom line! Don't wait! Call now for your FREE cassette tape and see how I can help you!

**FREE and NO Obligation
Mail Now**

FREE Audiocassette Reply Form

Yes Rick, please send me your FREE audiocassette, "*14 Ways to WOW Your Customers!*" I'm always interested in proven ways to increase sales!

Our next event:

- Seminar Workshop Breakout Keynote
- Sales Meeting Convention Show Class
- Upcoming Event Date _____
- Group Name _____
- Event Theme _____
- Ph: _____ Fax _____

Sample A. Sample
123 Anystreet
Anytown, USA 12345

Fax this form to: 1-781-272-9996
Email your request to: rick@ricksegel.com
Or call 1-781-272-9995

Or mail to: Rick Segel, One Wheatland Street, Burlington, MA 01803

Client Comments About Rick Segel...

"We never laughed so loud and learned so much."

Maureen Pranske, Southern California Marketing Director's Association

"Rick has the special ability of taking complex problems and simplifying them into workable action plans. His no-frills approach to consulting is a refreshing experience."

Marcia Hopper, Downtown Manager, Gardner, Massachusetts

"My only regret is that my entire management team could not have been here to hear Rick Segel. What a wake-up call for my managers."

Beth Bullock, McDonald's Corporation

"You set the tone for the Gulf's Division Annual Marketing Conference at an unbelievably upbeat threshold. We were all quoting you over the week-end."

Adele Suddes, Gulf

"The attendees certainly responded to our presentation and humor; and from the documents we received, they found it both informative and filled with ideas they could implement in their business right away!"

Stacy L. Heiss, SFIGF (San Francisco International Gift Fair)

"Excellent evaluations! You were one of the top three speakers at the Conference."

Kevin Gilligan, Conference Producer, INC. Magazine

"We've worked with numerous trainers and consultants over the years, but no one's been able to educate, motivate and entertain employees like Rick. His thought-provoking, creative, yet sensible solutions have empowered our people to improve the company, and the bottom line."

Greg Woolf, Shell Oil Corporation

"You truly WOWed the crowd and exceeded all expectations! Your enthusiasm and delivery were first rate, but most importantly, your message was right on target."

Jennifer Barth, Program Coordinator, Nursery Association Executives of North America

NSA Seal
Here



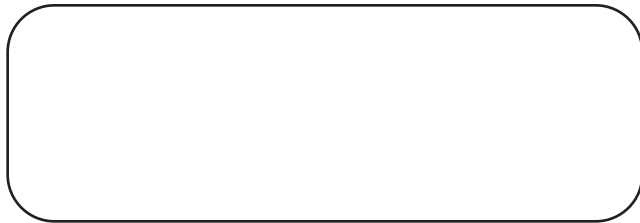
Partial List of Clients Served:

Canadian Gift & Tableware Association ▲ Virginia Retail Association ▲ Ross Park Mall, PA ▲ Dallas Market Center, Texas ▲ OASIS Gift Show, Arizona ▲ Town of Lee, Massachusetts ▲ Bentley's Luggage, Florida ▲ Whirlpool Corporation ▲ U.S. Postal Service ▲ Shell Oil Company ▲ Harvard Square Business Association, Cambridge, MA ▲ Fox River Mall, Wisconsin ▲ Great Harvest Bread, Montana ▲ Dollar Tree stores ▲ Gingiss Formal Wear ▲ McDonald's ▲ Dunkin' Donuts ▲ Texaco ▲ Dillard's Department Stores ▲ Peebles Department Stores ▲ National Retail Federation ▲ Sheetz ▲ California Association of Nurserymen ▲ Photo Marketing Association ▲ National Town Meeting on Main Street ▲ Australia Community Economic Development ▲ Nebraska Main Street ▲ San Francisco International Gift Fair ▲ PETCO ▲ Ultra Stores ▲ Jewelers of America

Rick Segel
One Wheatland Street
Burlington, MA 01803

FREE AUDIO TAPE from top retail speaker and author:

“14 Ways To WOW Your Customers!”



... Enjoy **MORE SALES** at your
stores ... with **LESS WORK**
... this easy and **PROVEN** way ...
please open now 