

**From:** Dan Cooper  
**Sent:** Tuesday, July 27, 2010 05:02 AM  
**To:** Dan Cox  
**Subject:** EJ4's Business with Pepsi and Golden Harvest

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Hi Dan

Based upon some work we have done with companies you know, could you and I set up a 5-10 minute phone conversation to discuss performance issues and opportunities with your sales organization?

Our clients, Pepsi and Golden Harvest, have seen their sales increase dramatically as a result of EJ4's training, uniquely tailored to achieving sales performance. I'd like to investigate whether EJ4 can do the same for Cox eLearning Consultants.

According to an article in The Wall Street Journal, the head of sales for Golden Harvest said, *"Our people have more confidence knocking on doors and better sales skills. We were able to secure 4,500 new customers, beating our old record of 1,650 by a wide margin. And we are doing it in less calls, cutting the sales cycle down to only three calls per customer. I would tie a lot of that to EJ4."*

Pepsi Bottling has been an EJ4 customer for six years. In a St. Louis Post-Dispatch article, Pepsi said *"The online video training is the greatest asset we could have implemented."*

When you and I talk, I will be happy to provide references and hard data to back up what EJ4 can deliver to you.

For further information, click [here](#).

We need only a few minutes to determine if we have a potential mutual fit. This may be the best 5-10 minutes you spend in 2010. When is a good time that we can talk?

Sincerely,

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