

MEMO# 12197

July 10, 2000

SALES AND PRESENTATION TRAINERS

[12197] July 10, 2000 TO: SALES FORCE MARKETING COMMITTEE No. 16-00 RE: SALES AND PRESENTATION TRAINERS Enclosed are the names and contact information of a number of firms that provide sales and presentation training to the financial services industry. As those of you who attended the June 28, 2000 meeting of the Institute's Sales Force Marketing Committee are aware, this list was compiled per the request of the Committee. This list will be periodically updated by the Institute's Training Group and distributed to members of the Sales Force Marketing Committee, the Sales Desk Managers Roundtable and the Continuing Education and Training Advisory Committee. We are interested in being as inclusive as possible so if you've had experience with other firms that provide quality sales or presentation training, please let me know (telephone: 202/326-5883; email: brenner@ici.org or simply return the enclosed information form). If you would like to receive this list by email (with embedded hyperlinks so that you can quickly visit each company's website), please send me an email request. Please do not hesitate to contact me or Committee Chairman Bob Leo at MFS Fund Distributor if you have other projects that you believe would be beneficial for the Sales Force Marketing Committee to undertake. Linda Brenner Director, Operations and Training Enclosures