



## Client Testimonial *(via e-mail)*

### Dassault Systemes Simulia Corp. -- Providence, RI

David Barnes, General Manager – Abaqus Central Office  
May, 2007

**From:** David Barnes  
**Sent:** Tuesday, May 15, 2007 6:56 AM  
**To:** Laura Hyde  
**Subject:** RE: Training Follow-up

Hi Laura!

Things are going great! It's so good to hear from you.

I think you would be very proud to hear/see just how many of your suggestions have become a fairly natural part of our sales process. In particular, the things we have most deeply embraced would be:

- Always get “contracts”
- Recognizing when prospects are “hiding”
- Going negative
- “No” is second best to “yes”
- Recognizing different personality types (DISC) and adjusting techniques accordingly
- Probe for pain
- Understand the authority landscape

We seriously have a new vocabulary which is derived from working with you and that has greatly improved our communication and has allowed the sales team to focus much better. I am confident that we're more effective and are maturing everyday now that we have a better vision of “how things *should* be”.

I hope and trust all is well with you. Take care,

Regards,  
David

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