

(Standard outer envelope -- 6 x 9" -- labelled)

(Return address)

Anne Babej, Director, Professional Development  
**Canadian Professional Sales Association (logo)**  
145 Wellington Street West, Suite 310  
Toronto, Ontario M5J 1H8

(Headline -- overprinted on standard envelope)

**Advance Your Career ... Gain New Skills  
... All In Just A Few Hours!**

**If you are seriously interested in  
Accelerating Your Sales Success And Career Growth  
then register today for these  
Spring CPSA Workshops  
For Sales & Marketing Professionals!  
June 16-17, 1998**

Dear Colleague,

As Brian Tracy once said, "If you are not committed to excellence, then you are willing to accept mediocrity." What steps have you taken lately to commit to excellence in your chosen profession?

For thousands of CPSA members and colleagues, the answer is CPSA sales and marketing seminars. Not only because they're the best value in sales training today. But because each convenient, half-day session will dramatically improve your life, your work and your relationships.

We're delighted to present two new workshops for 1998, along with six of our top-rated sessions. Each is chock-full of the sales-building skills and motivation you need to win in today's tough marketplace.

Please note: some seminars run at the same time. We do this to concentrate our speaker's time and minimize location rental costs -- another way we can keep these seminars so affordable.

**Money-back guarantee if you're not completely satisfied**

CPSA seminars are your most information-packed, valuable, lowest-risk choice in sales training. As a matter of fact, your satisfaction is guaranteed. You must agree that you've received outstanding value for your time and money or CPSA will credit or refund your seminar fee in full.

So take a look at the enclosed course outline. Then select the workshops you and your colleagues want to attend and **FAX** your registration form back to us at **(416) 408-2684**. You can also call CPSA at (416) 408-2685 to reserve your seat or even register on-line at [www.cpsa.com](http://www.cpsa.com).

Our last seminars filled up quickly, and there's no guarantee that these seminars will be repeated. So please respond today to ensure your spot in the seminar of your choice. I look forward to seeing you there!

Sincerely,

Anne Babej  
Director, Professional Development

*P.S. Don't forget ... CPSA members save \$30 on each seminar ... up to \$120 overall.  
More than enough to pay for a new membership for a colleague or staffer!*