

Dear Quality Consultant,

Are you making the one mistake everyone makes teaching Lean Six Sigma? Are you teaching clients the methods, but not giving them the tools they need to succeed *afterwards*? Implementing Six Sigma without software is like trying to build a house with your bare hands.

**Why not give your clients an affordable easy to use SPC software package that they can use in Microsoft Excel? Here's how:**

- Include the QI Macros in the price of your course
- And raise your fees to cover or exceed the cost.
- It increases the perceived value you provide to your clients and customers.
- We can drop ship the product directly to your training site.
- There's no inventory to carry, simply return any unused copies for full credit. You only pay for the ones you hand out in class.

**Why Beginners Can Compete With Statisticians using the QI Macros**

- Our Control Chart Wizard will choose the right control chart for them, which means they don't have any excuse for not using SPC.
- 23 Macros turn plain Excel data into control charts, histograms and paretos with the click of the mouse so that they can draw key charts instantly.
- Over 80 Fill-in-the-blank templates make Lean Six Sigma simple and easy to understand which means they're more likely to apply what they've learned.
- 20 Statistical tools which simplify Anova and other analysis so that anyone can do it.

**Why Recommendations Don't Work**

Lots of consultants tell us that they recommend our QI Macros software in their classes and that we should expect lots of orders. Sadly, it doesn't work that way, not even for Jay. That's why he's started quoting the QI Macros as part of the course price and only discounting his fee when the customer already has the QI Macros.

**Here's why:** It takes your clients as much time to obtain approval to purchase a class as it does to purchase the QI Macros. Jay's a member of the National Speakers Association. NSA statistics show that even the best platform sales pitch will only convert 50% of the audience. For the average speaker or trainer, it's less than 10% *if and only if* the product is available at the back of the room. ***Once participants leave the room, sales fall to zero.***

**Make sure your clients have the tools they need. Just complete the reseller agreement on the back of this letter and fax it back to us.**

Sincerely,



Jay Arthur  
KnowWare International Inc

**Yes! I want to give my clients the tools they need to succeed in their Lean Six Sigma process improvement efforts. Add me to your reseller database. I plan on taking advantage of the KnowWare International Inc reseller and referral programs under the following terms:**

\_\_\_\_\_ **Courseware – Make it easy for clients by including the QI Macros in the course fee:**  
 I teach Lean Six Sigma/Process Improvement courses and want to include the QI Macros in the price of my training sessions. I will order at least two weeks before my class date and understand I can return any unused copies within 60 days for full credit. **Please send me \_\_\_\_\_ copies now.**

\_\_\_\_\_ **Affiliate Page on qimacros.com– Earn 10% on sales I refer:**  
 I am not interested in reselling but recommend your software to my clients all of the time. **Please set up a special order page on your website at**  
 www.qimacros.com/products.php?PARTNER=\_\_\_\_\_ I will receive 10% of all sales on this page via a commission check twice a year in January and July as long as my commissions exceed \$100. If there is no or limited activity on my page in a 6 month period, I understand KnowWare reserves the right to discontinue its operation.

**KnowWare will:**

- Provide reseller with quantity discounts on a per order basis. See schedule below.
- Drop ship copies of the QI Macros and User Guides to any site in the U.S.

**Reseller can pass savings on to clients but agrees not to undercut KnowWare’s pricing of the QI Macros by advertising lower prices (less than retail prices below) in print, on a website or in any other manner. Prices good through 12/31/10**

Quantity	Retail Price Per copy	Reseller Price Per Copy
1	\$199	\$159
2-9	\$179	\$139
10-49	\$159	\$129
50-99	\$139	\$119
100-249	\$119	\$109
250+	\$99	\$89

**Here is my contact information – please set me up in your database**

Contact person: \_\_\_\_\_ Signature \_\_\_\_\_

Organization: \_\_\_\_\_

Address: \_\_\_\_\_

City: \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone: (\_\_\_\_) \_\_\_\_\_ Fax: (\_\_\_\_) \_\_\_\_\_

Email \_\_\_\_\_

**Let’s get started!**

Fax back completed form to: 888-468-1536

Or call us to order software and free 30-day evaluation CD’s: 888-468-1537