



**Targeted Workflow Training**

## **AUDIT**

**\$10,000 - - - - NO RISK - - - Ten Days**

**\$50,000 Bottom Line Improvement**

**Guaranteed - - or You Pay Nothing**

**And, That's Just the Beginning!**

**Targeted Workflow Training (TWT) has been revolutionized by the same modern technologies that are powering Amazon, eBay, Google, YouTube, and other leading edge companies.**

**Until you take full advantage of this technology you will be losing a significant Bottom Line Advantage. Very few companies have applied this technology. Including yours. The Audit will prove it.**

**Your Ultimate Bottom Line Improvements will be staggering. You won't understand it, or believe it, until you experience it.**

**There are three distinct ways you can Improve Your Bottom Line, often simultaneously. The ROI on your investment will be very high, and Your Cash Flow ROI Infinite! Believe it or not.**

**Brain Cable can very easily prove it to you with your first Ten Day, NO RISK, Targeted Workflow Training AUDIT.**

**Call for a full explanation, and to schedule Your Audit. You and your CFO will be very happy you did. We guarantee it!**

2536 W. INDUSTRIAL PARK DRIVE, SUITE 1 • BLOOMINGTON, IN 47404 • 812.355.3030

TOLL FREE 800.355.6429 • FAX 812.355.3040

[WWW.BRAINCABLE.COM](http://WWW.BRAINCABLE.COM)



**Every CEO and Top Management Team needs to know, and fully understand, all about the revolutionary new TWT technology and that . . .**

**With NO Up-front Investment**

**You can improve your company's bottom line utilizing TWT, Targeted Workflow Training, based on the same technologies that have empowered Google to utilize Targeted Advertising to revolutionize advertising.**

**Better Yet, Your Company can enjoy . . .**

**Immediate Cash Flow Improvement.**

**See the Top Ten List of Things every CEO**

**Should know about TWT**

**TWT = Targeted Workflow Training**

## **The TWT “Top Ten List” for every CEO**

- 1. TWT is NOT “education” like virtually all other classical and online training. It is practical “how to do it” experiential training.**
- 2. TWT has measurable results, and delivers a significant ROI with immediate positive cash flow. This is provable.**
- 3. Education is like branding advertising, which might be valuable, but its results can be difficult to measure, and it is easy to cut back on during financially difficult times.**
- 4. TWT results in Marginal Improvements of both Quality and Productivity of the Workflows it is applied to, which results in significant improvements to the Workflows’ bottom-line contribution thanks to the Leverage of Marginal Improvements.**
- 5. TWT is even more valuable in financially difficult times.**
- 6. One source of TWT is Brain Cable, Inc. (800-355-6429 x111)**
- 7. An Audit is available for qualified companies. An Audit which guarantees a significant bottom line improvement plan, or you don’t pay. Brain Cable takes all the risk!**
- 8. Most people must see it with one of their own Workflows with their own people to understand and believe it. Then, Sky’s the Limit for improved profits and cash flow.**
- 9. TWT will not spontaneously “bubble up” from the bottom. It requires an Initiative from Top Management.**
- 10. The easiest and quickest way to “educate” your Top Management Team is to have Brain Cable conduct a performance based Audit to identify a Workflow where TWT would yield your company a significant benefit. This Audit is guaranteed to produce results, or you will not be charged. See #6 above.**



Dear CEO,

My name is Dr. Craig Hane, and my companies have sold many millions of dollars of technical training education to many large U.S. companies.

The purpose of this epistle is to tell you of an opportunity for Your Company to improve your bottom line significantly with no risk or up-front investment. I know what I'm talking about, but unfortunately it is too complicated to explain in any short communication.

However, I feel it is imperative that someone on your top management team be fully apprised of this. I am prepared to do this anytime at your convenience.

It involves utilizing leading edge technologies like the ones that power Google to create and deliver what we call Targeted Workflow Training (TWT).

TWT is NOT education, and I can assure you Your Company is not utilizing it. And, if and when you do, you will achieve significant profit improvements. It will profoundly impact both your Quality and the Productivity of many of your well-defined Workflow's.

TWT is compatible with any particular Quality initiatives you might be engaging in such as Six Sigma, Lean Manufacturing, or whatever. By the way, I am an ardent Dr. W. Edwards Deming disciple. He would have loved this technology. It even surpasses what Toyota has utilized in the past.

The easiest way for Your Company to get involved with TWT is to let a company I am Chairman of, Brain Cable, perform a small Audit and identify the first application to prove it to you and all your managers. Then, you can run with it.

I advise you to not waste your time asking your HR or Training Dept about it. They don't know about it, and they aren't doing anything close to it. I'm sure of that. TWT is NOT education, which is what they do know about.

I implore you to have the right person call me personally at my private number, 812-332-8179 in Bloomington, Indiana. I will discuss it fully with whomever you designate.

Thank you and Good Luck

A handwritten signature in black ink that reads "Craig Hane".

Craig Hane, Ph.D.      Private Phone: 812-332-8179  
Chairman  
Brain Cable, Inc.

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## **Audit Qualifications for a Company to Qualify for a Brain Cable**

### **Ten Day, NO RISK, Targeted Workflow Training Audit**

**An organization will qualify if it has a well-defined step by step process that it needs to train a group of employees or customers on.**

**There are three ways this will result in bottom line improvement.**

- 1. Reduce worker error resulting in Process Quality Improvements. This can result in significant marginal improvement \$\$\$ that drop to the bottom line.**
- 2. Cause the worker to be more productive resulting in marginal Productivity Improvements \$\$\$ that drop to the bottom line.**
- 3. Replace company's existing conventional process training with a much lower cost, yet more effective, process training.**

**The Audit will interview process workers and managers to identify an opportunity. An analysis of these three types of savings will result.**

**If #3 is significant, that alone might justify the project. This will involve the analysis of the current training costs. If the current training is effective, then savings from #1 and #2 may be low, but the savings in training costs will be great.**

**If #3 is currently inadequate, then an analysis of #1 and #2 savings will be important and will involve the process manager's understanding of the financial dynamics of the process.**

**In most cases #3 will be both inadequate and expensive, and there will be savings from #1, #2, and #3.**

**The Audit will probably be conducted remotely utilizing modern communication technologies. The result of the Audit will be a Training Proposal from Brain Cable with resultant financial results. For example, it might cost the client \$50,000 to put an additional \$100,000 to their bottom line.**