

“Enhancing Worker Efficiency while Reducing Operating Costs”



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**Brain Cable’s Unique ‘Custom Process Training’ Guarantees:
No Risk – High ROI – Positive Cash Flow – Higher Profits**

A Memo to Your Top Management Team: #20 “A Sad True Story”

Want to hear a sad story? It’s true too.

The CEO of Philips Electronics should. My brother, Mike, who is very “handy” and mechanically inclined, purchased a large screen Philips TV from Wal-Mart.

He took it home and removed it from its box with some difficulty. Then, he discovered a manual inside the box, and that he would have to assemble the TV.

The first thing the manual told him was how to remove it from the box! It turns out it is easy to damage the TV if you don’t take it out just right. Of course, the manual was in the box! Oh. Oh. Catch 22.

Wonder how many Warranty costs this yields Philips?

Then Mike had a lot of struggles and difficulties before he got it assembled. He told me he would try to avoid such a purchase in the future.

When I told him how Philips could have provided Brain Cable type step-by-step assembly training via the Internet, he “flipped out” and said he would always buy such a “complete product” in the future, if it were available.

Now, is this a sad story for Mike or for Phillips? Do YOU have any customers like Mike for any of your products?

Brain Cable wants to partner with you to help you avoid such a Sad Story of your own.

Please accept our Invitation below to learn all about it via our Executive Briefing.

Craig Hane, Ph.D.
Chairman and CEO
Brain Cable Inc.

P.S. Feel free to call me on my direct line at 812-332-8179 for a private consultation, or call Debbie Goodman, 800-355-6429 x106 to schedule your *Executive Briefing*.

Visit www.braincable.com/tm Learn about ‘Your’ Free Demo

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