

“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: #29 “What is a Fair Price?”

What would be a “fair price” to pay for some really good process training?

Suppose you had a process you wanted to train 1,000 workers on. The training would need to be delivered via an Online network with nothing more expensive than a standard computer.

Suppose the value of this process training over the expected life of this process would be \$200 per worker, or a total of \$200,000. A similar example could be 100,000 customers at \$2 per customer for a total of \$200,000.

Suppose Brain Cable could work with you and it would cost Brain Cable, out of pocket, only \$10,000 to create and deliver this training to your 1,000 workers (or 100,000 customers in that example). This would be because Brain Cable has a multimillion dollar system for the creation and delivery of the training (and testing).

What would be a “fair price” to pay Brain Cable?

Brain Cable has a formula it has developed that it believes is “fair” to both companies and will make both of our companies very successful in our “partnership” endeavor. The answer is: \$44,721. We can send you a paper explaining the details.

Why this price? Both Brain Cable’s and Your Company’s CTO would be equal, 77.7%. Of course, your ROI would be 347% with NO RISK and NO Up-Front Investment, and an Infinite ROI from a Cash Flow Perspective.

I invite you to [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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