



**A message from Brain Cable's CEO, Dr. Craig Hane, on
Brain Cable's revolutionary process training system and methodology.**

"A 'Google-esque' opportunity"

Hi. I'm Craig Hane, the Chairman of a company called Brain Cable.

If you're responsible for the profits of a large organization, Brain Cable can help you save immense amounts of money, obviously increasing your profits.

I'd like to tell you how, in next five minutes or so.

Your company, no doubt, has to train large groups of people, whether they're your employees or your customers, to carry out specific step by step processes. Any type of step by step processes are fair game. Installing a seal in a hydraulic pump, calibrating a piece of test equipment, operating a new piece of equipment, whatever.

Our "sweet spot" is teaching people to carry out specific processes on a computer. Filling out a form, entering or retrieving data from a data base, etc. Doing something with a computer where speed and accuracy are both desired and necessary.

We all realize, Process training is a never-ending, challenging and expensive proposition for any company. Now, Process training is not ordinary education. It's nitty gritty step by step process training. Where anything less than 100% accuracy and efficiency increases costs by being wasteful and expensive.

Brain Cable can help your company create and deliver your process training for a fraction of your current costs, no matter how you are doing it today, whether it's OJT, classroom, video, CD ROM, Online, human "tutors". It doesn't matter; Brain Cable will significantly reduce your process training costs. This I guarantee you, and Brain Cable will prove it to you, if you'll let it. At no cost and no risk to you. In fact, you'll increase your profits before you spend a dime with Brain Cable. Believe it or not. It's true.

You may Think of Brain Cable as a method for getting knowledge from the brain of your process expert into the brains of this group of people who will be executing the process. One at a time. Brain Cable is kind of like a Cyber Coach or Virtual Tutor. This Brain Cable process training will be delivered via a network, such as the Internet or your internal company Intranet. Brain Cable process training is interactive, and step by step, and it's experiential, meaning the student" learns by performing the process with a training simulator. Brain Cable process training is repetitive since practice makes perfect, and it's available anytime 24/7 from virtually anywhere, Just In Time.

And best of all... Your organization will save a significant amount of whatever your current process training costs are. The larger your organization the more you stand to save. The more people you need to train the more you will save. The more processes you need to train people on, the more you will save.

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In fact, it may very well be possible to double or triple your profits with this type of improved process training, thanks to the almost magical leverage effect of marginal improvements of productivity and quality of your processes.

And, I should point out that the weaker your current process training is, the more you stand to save with this new and better process training. These savings will come from the marginal improvements of the productivity and quality of your processes, which as you know is a key to massive profit increases. Indeed, it's critical you understand this.

That's why we are going to offer you a special Executive Briefing for your Top Management team at the end of this short presentation.

Most people need to experience this new Brain Cable technology to fully appreciate and understand it. That's why Brain Cable offers a Free Demo project on one of your company's processes.

At virtually no cost to you, Brain Cable will work with your process experts to create and deliver training on one of your processes to some of your people, either employees or customers.

Whether you have a Six Sigma program or not, Brain Cable will work with you to utilize the Six Sigma DMAIC technique to help you analyze one or your processes and to achieve a significant savings by delivering this type of process training.

You need to realize, Brain Cable is offering your company what I call a Google-esque type of opportunity to vastly improve your processes and massively increase your bottom line profits. After all, Brain Cable has harnessed the same technologies that make Google possible to create a system to solve what has been a very difficult, almost intractable, problem of creating and delivering truly effective process training to your people.

I believe and predict that sooner or later every company will employ this Brain Cable type of process training. And that, early adopter companies are going to enjoy a significant competitive advantage. I hope that's obvious from what I have tried to communicate in this admittedly brief condensed message to you.

So, the sooner you call, the sooner Brain Cable can demonstrate this remarkable new technology and process training system to you.

Also, on Brain Cable's behalf, I have created an extended Executive Briefing for your entire Top Management team to discuss your situation in much more detail and answer any questions you might have. This Executive Briefing is delivered via the telephone and Internet so it is very flexible to schedule and your people can take it from virtually anywhere at a time convenient for them.

You're invited to contact Brain Cable immediately to schedule a Briefing, or to arrange a Free Demonstration Project. Thanks for listening. This is Craig Hane signing off for now.