

To: <Global sales force>
From: philip.ghoulish@gds.com

Thank you for subscribing to our monthly newsletter and showing an interest in becoming a sales representative for GD&S Corporation. Knowing how busy you guys are, I want to extend my sincerest appreciation for your time and am confident that in taking the step to join our global sales network you have also made a significant step towards securing a more comfortable and profitable future for you and your loved ones.

As are you probably aware, Global Defence & Security® is the first company of its kind to offer both sales and installation of affordable nuclear weaponry to ordinary individuals and families across the world and that provides YOU, our sales force, with an extremely exciting proposition to take to potential customers.

Firstly, I want to take a moment to really underline what a unique opportunity that is and drawing upon my own twenty-five year career in small-arms dealing to reach out to you with some suggestions as to how YOU can grow your own base of satisfied customers who will provide YOU with a healthy future income stream.

Let me start by posing a question nearly everyone - including my own family - has asked me about GD&S. *Who needs their own nuclear weapon?* The answer to that question is very simple.

Everyone.

Sadly, in recent years many of us have to come to the growing realisation we can no longer rely on national or federal governments to provide the essential services we rely on as citizens. In the realms of education and healthcare many of us are turning to the marketplace to seek more efficient, cost-effective

solutions which are tailored to the needs of the individual. And in asserting that choice to provide private schooling for our children or to consult a private doctor in times of illness, we are not only exercising a fundamental liberty but choosing to prioritise how our own financial resources are allocated and, thereby, choosing to safeguard the security of ourselves and our families.

I for one fully appreciate that at \$9,999,999.97 many families might struggle to afford even our entry-level offering, the HB-1. But DON'T let that discourage you! My advice to you is to focus on those friends or business contacts which have that kind of capital at their disposal or who might be interested in the various finance options we have available through our partner organisations.

Of course, I know many of you don't like talking about money with friends so a good indicator of a potential customer is that they are probably living in a multi-car household - possibly with high-value brand vehicles such as Mercedes or Lexus - and own a fairly substantial property in an affluent neighbourhood. They may have a swimming pool and probably dine out at least once a week at an upmarket establishment such as Morton's Steakhouse. (It's also a positive sign if they suffer from any anxiety-related disorder or are of particularly nervous disposition.)

One of the key things when approaching a potential client is not to try to *sell* them anything immediately. Before you make that all important phone call visualise in your own mind what a successful sale would look like and how excited you'd feel and that way, from the moment they pick-up, they'll feel that excitement and energy which will only intensify their curiosity to know more about the exciting news you have in store for them. Then tell them what an exciting opportunity you have available and how you thought this was a really great opportunity *for them in particular*. At this point you might want to drop in some personal detail; for example,

perhaps they have recently suffered loss of property through a burglary or perhaps over drinks at the bar they recently expressed some disquiet about the state of the middle-east peace process. Then say, for example, "Hey, Bob, why don't we just meet for a coffee at Starbucks and I can tell you all about this exciting opportunity" and once they agree then just leave it at that.

With your initial meeting pencilled in, it's time to focus on closing that all important sale. The mistake many make here, of course, is to focus too much on how the sales benefits them rather than concentrating on the needs of our customer. Put yourself in Bob's shoes and, again, visualise Bob's feelings of serenity and contentment once he is the proud owner of his very own intermediate-range nuclear warhead. In that first conversation, try to discover the reasons that Bob finds owning a weapon of mass destruction appealing - us sales folks call those *positives* - but also patiently listen to the kind of objections Bob may have (*negatives*). As you become more experienced in sales you will learn not only to encourage these positives (e.g. "The difference in the quality of sleep you'll get at night is AMAZING!" or "Your friends at the country club will be sooo jealous") but you'll also become skilled at countering the many negatives (e.g. "Bob, can you really put a price on your own kids' safety?")

Some of our sales reps have also found fun and entertaining ways to bring our product range to the attention of potential customers. For example, Mary in Des Plaines, Illinois, hired a conference room at her local Marriott where she treated guests to a cold buffet (including chip'n'dip and a selection of conservatively-priced wines) followed by a short Powerpoint presentation including slides from the aftermath of the Allied bombing of Hiroshima. Although a number of her guests described the experience as "harrowing" she managed to generate TWO potential sales leads which I think we'll all agree means it was money very well spent. *Go Mary!!*

Of course, other potential opportunities arise at those special times of the year. We've already found that Christmas and Hanukkah are great times to approach customers with gift ideas and is there any more romantic way to say "I love you" to that special person in your life than giving them their own personalised set of launch codes. (Or why not even invest in his and hers warheads for truly mutually-assured destruction!!) In fact, on the subject of romance, whilst the pyrocumulus cloud of condensed-water and debris is often referred to as a mushroom cloud I'm sure I'm not the only one who has remarked on its close resemblance to a love heart, a symbol of human affection which can trace its origins right back to the heraldic tradition.

But, hey, I know your time is valuable so rather than bore you with my own keen interest in medieval iconography I'd rather draw your attention to our product brochure which is attached and for which we are more than happy to supply hard-copies should the need arise. In particular, I'd like to draw your attention to the terms and conditions contained at the back of this document as I know a frequent question from our sales reps has been "Is this legal?" Whilst, strictly speaking, this is a matter still in the hands of our attorney, I'm glad to report that, broadly speaking, the answer is an overwhelming YES!!

Of course, I know some of you may have heard of organisations such as International Atomic Energy Agency (IAEA) and even outdated legislation like the Treaty on Non-Proliferation but rest assured that we are engaging lobbyists even as we speak to challenge what we at Global Defence & Security® regard not only as an unreasonable restriction on trade but as a restriction on your own constitutional right as a citizen of the free world to own 52kg of enriched uranium-235 or, for those lucky enough, 10kg of plutonium-239.

And please don't feel restricted to approach potential customers just in your vicinity. In our increasingly globalized marketplace

we're finding intense interest in our product range from a number of unexpected corners of the world. Hank, one of high-level sales reps from Little Rock, Arkansas, just returned from a business trip to Tehran where he was overwhelmed by the generosity of his hosts... so much so that he wanted to share a photo of himself with Grand Ayatollah Mohammed Hussein Fadlallah, the spiritual leader of Hezbollah, who he described as "one helluva crazy dude." (Love the high five there, Hank!) And Hank hasn't just earned a great lead on a deal with enormous potential for GD&S, he's also earned himself over 2,000 air miles on Iran Air. *Great going there, buddy!!*

Finally, I want to address a subject which is very close to my own heart after twenty-five years in the business and that is corporate ethics and governance. I want to assure you that ALL our uranium is 100% organic at the point it arrives at our secret enrichment facility. Furthermore, our suppliers have made solemn assurances that they pay both a living wage to all their employees and meet stringent on-site Health & Safety Requirements. Furthermore, at GD&S we have always been an investor in people and value the relationships we have with our global sales force. We know our customers don't discriminate when using our products and so neither do we in our hiring policy and that's why I'm proud to say that "democratizing destruction" isn't just an empty corporate slogan, it's really at the heart of everything we do here!

Thank you again for your time and looking forward to a thermonuclear-hot summer of sales!

Regards,

Dr Philip G. Ghoulish
Chief Executive