

## Lombardo, Vincent

**From:** Colantino, Jim (*Senior V.P. of North American Sales + Acct. Mgt.*)  
**Sent:** Saturday, September 27, 2003 5:20 PM  
**To:** Wolkner, Tom; Recher, Stuart; Carson, Courtenay; Efrach, Morry; Gonzalez, Eduardo; Haene, Glenn; Lombardo, Vincent; Norvell, Robert; Rabedeau, Louis  
**Cc:** Wright, Caroline; Berg, Bob; Cantor, Shawn; Frazier, Jacob; Morici, Chris; Roseberry, Robert  
**Subject:** RE: Profound Sale at Energizer

Hi Everyone,

What a great story. It's so good to see opportunities like this coming together because of professional salesmanship. Outstanding work Vince. I look forward to reading about this in the Dialog Achiever.

Regards,

Jim

-----Original Message-----

**From:** Wolkner, Tom (*V.P. of U.S. Sales*)  
**To:** Recher, Stuart; Carson, Courtenay; Efrach, Morry; Gonzalez, Eduardo; Haene, Glenn; Lombardo, Vincent; Norvell, Robert; Rabedeau, Louis  
**Cc:** Colantino, Jim; Wright, Caroline; Berg, Bob; Cantor, Shawn; Frazier, Jacob; Morici, Chris; Roseberry, Robert; Wolkner, Tom  
**Sent:** 9/26/2003 8:49 AM  
**Subject:** RE: Profound Sale at Energizer

Great job Vince!

It just goes to show that the proper questions open up opportunities. Not ever sale comes from someone saying "please let me have it", but most come with the right needs assessment, product demonstration and closing (or some people just call it selling!!!!)

Excellent job staying with this sale, not taking no as the answer and doing whatever it takes to get this sale on the boards this month.

Regards,

Tom

-----Original Message-----

**From:** Recher, Stuart (*Regional Sales Director*)  
**Sent:** Thursday, September 25, 2003 2:57 PM  
**To:** Carson, Courtenay; Efrach, Morry; Gonzalez, Eduardo; Haene, Glenn; Lombardo, Vincent; Norvell, Robert; Rabedeau, Louis  
**Cc:** Wolkner, Tom  
**Subject:** Profound Sale at Energizer

Hi all,

Join me in congratulating Vince "The Closer" Lombardo on what I'm sure is the first of many new sales at Dialog - a \$10,000 Profound Advantage Plan.

About 3 weeks ago, Vince booked a round of meetings on short notice so that he and I could spend a couple of field days together in Cleveland. We met with the Technical Library at Energizer where Vince's interviewing uncovered that they were grappling with how to support product development at Energizer's recently acquired Schick razor division. After some needs analysis questioning, Vince introduced Profound for its in depth market research. Energizer was interested and