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March 1, 2000

Mr. Dennis Kyle
Positive Results
PO Box 361001
Strongsville, OH 44136

Dennis,

I am writing this letter to you to give you my utmost thanks for providing my Sales Team with your valuable and powerful insight on how to become better at selling our Freight Matching Service.

In my 16 months with the company, I have never seen such immediate success in using new techniques as I have seen my salespeople enjoy. I'd like to give you a few examples of the new success we have enjoyed since your seminar in November 1999:

1. December 1999, sales resulted in the best performance in our 8-year history for that particular month.
2. January 2000 resulted in 405 new accounts being signed up, which broke an old record of 385 set back in February 1999.
3. February 2000 resulted in 406 new accounts being signed up, which broke January's record by one.

Your enthusiasm and your expertise I am sure, were a part of our new sales success over the course of the last few months since November. I have directed my sales staff to not only to try to use your methods that they learned from you, but to also start delivering their information the way that you did in our seminar, which was enthusiastically and professionally presented.

My thought is simple, if you can have this much impact on my sales team with only one meeting, I would only have one more thing to ask.....Where do I sign up for more???

Sincerely,

Joe Manzione
Sales Manager
Internet Freight Services