

TRANSCORE

July 2, 2001

Dennis Kyle
Positive Results
32818 Walker Road
Suite 103
Avon Lake, OH 44012

Dear Dennis,

Thank you for your work over the last several months with the Sales Department of DAT Services. DAT retained Positive Results to work with our New Account Sales Management team as we were faced with a need to enhance our sales skills and processes.

Your in-depth assessment of the issues faced by our sales representatives helped senior management to focus on developing appropriate sales processes and providing better tools to our staff. You brought proven professional sales supervision techniques to our sales managers through your coaching sessions. The Sales Training program you delivered caught the imagination of participants and led them to new approaches to sales effectiveness. Finally, the assistance you provided in developing a screening process was invaluable in creating a thorough and consistent method of identifying candidates who possess the skills, traits and talents needed to be successful sales people.

You delivered training, advice and consulting services that met our needs and helped us develop plans for the enhancement of our sales effort. With the acquisition of DAT Services as part of the TransCore Commercial Services Group, I am happy to recommend Positive Results to others within our organization. I know your services could be of value to others in improving sales effectiveness.

Sincerely,



Jim Strain
Director of Human Resources
TransCore Commercial Services Group

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