



Dave Nostrand

From: Dave Nostrand
Sent: Tuesday, November 23, 1999 9:15 AM
To: 'dennis@positiveresults.com'
Subject: Phone Skills Video Program.

Dennis,

I am writing to let you know that we are finding your educational video, **MASTERING TELEPHONE SKILLS FOR SALES PROFESSIONALS, PART 1**, to be very useful.

Over the past couple of years, we have added a large number of telephone sales support personnel. They are in constant contact with our customers, and obviously, it is extremely important to our company that they be equipped with the skills required to provide professional quality communication and service.

Your video is proving to be valuable help towards this objective. The fact that it is in video/workbook form, means that our people can watch it every once in a while to brush up on their skills. Also, it is a great addition to the training program we provide to our new employees.

Your presentation on this video is clear, easy to understand, and easy to watch.

I shopped around, and found nothing in the video format that did a better job of addressing the basic telephone skills that sales professionals should have as an essential part of their overall skill set.

I must also tell you, that after confirming the quality of your product, I was very satisfied with the value. Your price for a comprehensive three hour program was hundreds less than shorter less focused ones.

Best Regards,

David A. Nostrand
Manager, Field Sales Training
MiniMed, Inc.
Sylmar, Ca.