



September 20, 2001

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

Dear Dennis,

I want to take a moment and thank you for the outstanding job you did on our training a few months back. I am writing today because I believe it takes awhile to assess the success of any training intervention.

Your fresh, humorous and whimsical presentation provided my sales professionals with an outstanding educational experience. I have hired many professional trainers and employed numerous consulting companies; Positive Results and you exceeded OnlineBenefit's and my own expectations.

Immediately following your training, we experienced instantaneous spikes in many of the salespeople's productivity. In fact, in some instances there were 10% revenue increases over the same quarter from the previous year.

I was especially pleased with the wonderful mix of group interaction and instructor lead lecturing. All too often training courses are unbalanced – either all lecture or all role-play format. I received positive feedback on your group selling activity called Tug-O-War and the section on understanding buyer personalities.

I look forward to working with you again on future projects of this type. I am pleased to recommend Positive Results to other professional organizations seeking to utilize high-powered training concepts that work.

Sincerely,

A handwritten signature in black ink, appearing to read 'Robert Reers', written in a cursive style.

Robert Reers, Vice President of Sales  
OnlineBenefits

RR/rr