


Office Center at Princeton Meadows
666 Plainsboro Road, Suite 300
Plainsboro, NJ 08536
(609) 716-7777 • fax (609) 716-9038

October 27, 2006

Andy Gole
Bombadil LLC
POB 637
Martinsville, NJ 08836

Dear Andy,

Thanks again for helping us reengineer our selling process at ~~██████████~~ moving us from an interest based selling method to an urgency based selling method. We are expecting to double our advertising sales to pharmaceuticals next year, as a result of your methods. I wanted to recount the highlights of your work:

- 1) in studying our company, you discovered and developed a breakthrough move that became an inescapable argument for extending the demand for our advertising by pharmaceuticals. Previously we were seen mainly as a vehicle to support brand launches; after you modified the program, our journals are now seen as needed advertising for the entire life cycle of a brand
- 2) you packaged and customized your entire urgency based selling program to the needs of our marketplace and the personalities of our salespeople
- 3) in a short period of time you have achieve permanent, material changes in sales behavior; you taught us how to act with moxie
- 4) within the first 6 weeks of training, sales for 2007 - attributable to your methods - are already up 20% over the 2006 base level
- 5) you developed breakthrough moves to get us appointments from pharmaceuticals who previously wouldn't grant us audiences, including Pfizer, Novartis and GlaxoSmithKline.

I would be glad to be a reference for you.

Best Wishes,


Executive Vice President
Sales & Marketing