

July 11, 2006

Andy Gole
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Dear Andy,

While the 2006 Martial Arts Supershow is fresh in my mind, I wanted to send you a quick letter to express my gratitude for your extraordinary efforts. With your help we more than doubled our expectations of new client sales. In previous years, the most we had closed was 8 new clients, so you can imagine how our team felt when we hit the big 20! Your selling method and leadership were the key reasons for the improved results.

We initially hired you to teach your urgency based selling method to our salesforce, while we were planning for the Supershow. My partners and I were so impressed with the selling method; we invited you to train the larger tradeshow team. As you know, the Supershow is our major trade show, and a critical source of new leads and clients that propels our future growth. Thank you for a job well done!

Your seminars were my first hands-on exposure to the details of your urgency based selling method. During your 3 seminars, I began to internalize and grasp the power of your selling system, to understand why it worked; how we first create urgency, and then capitalize on it, getting the prospect to take a series of actions, culminating in a closed sale. In addition to helping us with a tradeshow selling program, you worked with our chief marketing officer to insure maximum traffic at our booth, through a variety of marketing initiatives.

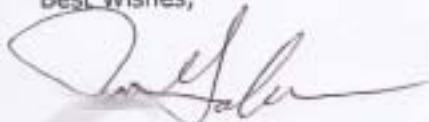
We invited you to train the tradeshow team, because it is a huge investment for MSI; we wanted to make sure we maximized our return on investment. In the end, we decided we wanted you on the floor in Las Vegas, to make sure our 10 person team worked together smoothly and productively.

We anticipated a slow first day and were startled by a tsunami of prospects and clients. Without you there to organize the flow of opportunity, there would have been chaos as opposed to closing new clients. You organized and led the non-stop selling action for the 3 day show. You met with and coached our team before and after the show each day. You adapted your methods to changed conditions on the fly. You pulled prospects into our booth, who we would have missed, including the largest player in the industry (2,400 members), who became a client. It was a sensational show.

From time to time, when we were swamped with opportunity, I would look up and notice that nearby competitor booths were empty. I wish I met you years ago!!!!

I would be glad to be a reference for anyone considering your services, for sales training or for tradeshow support.

Best Wishes,



President