May 21, 2006

Andy Gole
Bombadil LLC
POB 637
Martinsville, NJ 08836

Dear Andy,

We've only been working together for a few weeks, but I have been so impressed with what you have done, I wanted to share these thoughts.

I hired you to help [redacted] grow sales for a number of reasons:

1. Your theory seemed powerful and reminded me of concepts learned in my MBA classes at Amos Tuck that I have never seen realized in 15 years of leadership experience with companies like Salomon Brothers, EDS, NextCard and Advanta.
2. I gave you a skeptic's two minutes on the phone. You were successful migrating my interest into urgency and a closing proposition that worked. I wanted you to teach my sales force how to do this.
3. You have a simple, yet elegant assignment for the sales force – we don't want prospects to buy from us at the outset, we want them to get to know us. You helped us use existing tools and capabilities to craft a "getting to know us" plan for prospects. This should remove some pressure out of the selling process and make our team more effective.

That was before the fact. After our short time working together, I observe the following.

- You have helped us find a wealth of good material that we weren't sharing with prospects.
- You turned our search for material difference into a team building effort where all key players became involved and motivated.
- You kept my involvement to the minimum I wanted; you handled interviews with a variety of personalities, including my partners, in a way that brought out the best in them and MSI, yet was not threatening.
- In your brainstorming, you developed 30 hypotheses for us to discuss and test. We have narrowed it down to 8, and begin sales classes next week.
- Your most innovative work was figuring out how to measure what makes us special.

I can't wait to see the results when you start the sales training next week. I would be glad to be a reference.

Best Regards,