August 8, 2007

Mr. Andy Gole
Bombadil LLC
POB 637
Martinsville, NJ 08836

Dear Andy,

I want to thank you for the professional way in which you "passed the baton" when your sales consulting assignment was complete. You have developed and left us with a smooth running sales machine.

We depended on you to create an entire sales mechanism, including:

1) a background analysis – doing the research to discover our material differences, building a proving kit, establishing the urgencies

2) designing a standard sales call and a sales process

3) teaching these to our existing sales force and new hires

4) helping us recruit salespeople – from writing an ad to developing a screening process to actually screening candidates for hiring

5) developing and running a sales management system

6) helping us develop our trade show strategy and actually joining us twice at our Las Vegas trade show

The results are outstanding:

1) the closing rate has doubled, as has the productivity per salesperson

2) we have a strong sales management system

3) our selling system is process driven, not dependent on individual salespeople

My partners and I were amazed at how someone new to our industry could develop such a effective system in 2-3 months time, surpassing – in the sales area – what we accomplished in 10 years.

You unselfish behavior, facilitating a smooth transfer in leadership, reminds me of the adage:

"When you seek a leader, you want someone competent, who doesn't need the job, who won't create a fiefdom. Someone who will do the job and get out."

I will be glad to be a reference for you.

Sincerely,

Joe Galea

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