VIRTUOSO MEMBER
SPECIALISTS IN THE ART OF TRAVEL

March 16, 2006

Bombadil LLC
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Hi Andy,

Just a few words of thanks for helping jump start our sales/marketing program. We reached out to you because we were in a bit of a slump – we hadn't closed any new accounts in about 9 months. This is by no means unique to my travel agency; we belong to a national association of regional travel agencies, and virtually all of our members have the same problem.

It is very difficult to get new business travel accounts at this point of the market life cycle. A further problem is that I am basically an operations person, and I didn't have a comfortable selling model.

So I had a dilemma – on the one hand, we needed help and you seemed to offer help; on the other hand, we have been burned before by consultants, how could we be sure you would be any different?

Your theory was unique and rational, your references checked out, so we decided to take the plunge, give you a try.

I am so glad we did.

You began your background analysis in Nov. 2005. Almost immediately you had new sales/marketing materials for me to use. And you taught me how to sell. This was so important to me, particularly how you changed selling material to fit my personality.

We were dissatisfied with our outside telemarketer. You helped us recruit new, lower costs telemarketers, then trained them so we actually get the job done – calls made, appointments set.

Since the beginning of the year, we have closed 6 new accounts; this is sensational. More importantly by teaching me selling skills and going on sales calls to observe and coach me, I am beginning to feel comfortable as a salesperson.

When we set the initial goal of a 25% increase in sales, I thought it as pie in the sky. In 2 months time, I think we might be 20% of the way there – that is, achieving a 25% increase in sales.

I am very grateful to you for you help, and would be glad to be a reference for you.

Best Regards

, Operation Vice President