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Andrew Gole, President
AMG Trading
303 Main Street
Madison, NJ 07940

Dear Andy:

I feel compelled to write this letter to express my gratitude for your unselfish work to teach me your selling skills' method. This training helped to turn me from a relationship seller (with little control over the sales process) to a genuine salesperson. At the start, I thought I had excellent selling skills only to find out I had not even scratched the surface. You have taught me many things, such as:

- ◆ How to listen
- ◆ How to ask questions
- ◆ What questions to ask
- ◆ How to learn the prospect's closing conditions
- ◆ Proving assertions

However, the most important change I have made was to learn to ask for the sale (to close) in what I consider a very professional manner. This did not come without a great deal of pain. We both could have given up at any time and said I could never get comfortable. But, we did not and I thank you for hanging in there.

I would also like to tell you the other ways I have used this new knowledge:

- ◆ In hiring
- ◆ In merger negotiations
- ◆ To discover issues with my clients that, heretofore, I could not uncover
- ◆ Interacting with my partners

These are important improvements that help me keep control over my business. I do not always get my way, but when I don't, I better understand why.

Again, thank you.

Very truly yours,