February 18, 2005

Mr. Andy Gole
Bombadil LLC
P.O. Box 637
Martinsville, New Jersey 08836

Dear Andy,

I would like to express my gratitude and appreciation for your sales and marketing efforts with my two companies, [redacted]

I contacted you initially because I was not satisfied with sales at [redacted] our commercial safety company. I saw substantial unrealized potential and was looking for a solution to boost sales.

When we first met, you demonstrated a comprehensive knowledge of the issues but I wasn't sure if this would translate into practical application. Your book, Heroic Selling, started me on the road to becoming a believer. Your observations during our subsequent meeting, the concepts provided within your proposal and your prior track record convinced me to proceed.

You started at a judicious pace at [redacted], doing subtle, probing in-depth interviews with customers. From these, you gathered and taught us critical insights we had overlooked; insights which are now staples in our sales presentation. You used the early days to test your findings and win the cooperation of the key players. Within a month, you went into the field observing and teaching our sales team how to be more effective. I was pleased to see immediate changes in our qualifying techniques and more probing questioning of prospective customers.

You instituted semi-weekly sales meetings as a vehicle to manage, teach and implement new concepts and procedures. We quickly went from a dysfunctional structure where the salespeople were repeating ineffective techniques and giving long, useless reports at sales meetings to a highly focused, disciplined and effective team. Your benchmarking methods, combined with probabilistic analysis, gave everyone new, exciting ideas to try. From hearing repeatedly "I had a great meeting", "he loves our product", or "will have the account next week", we now focus on achieving the next "benchmark" and asking ourselves what is the implication for closing.

As a result of your effectiveness at [redacted], I asked you to do a similar process with our much larger, profitable building maintenance and security companies, [redacted] Companies. Here the challenges are very different. We are earning a healthy profit and

I am no longer surprised at your non-conventional approaches to generating breakthroughs. Your working with Proctor and Gamble to develop benchmarking information on the materials side, going into the field to learn from our operations manager how inspections are conducted, and unearthing quotes like: "we have the cleanest building in Ft. Lee", have found their way into the masterful presentation you are crafting for us.

Recently, I attended a sales/marketing seminar sponsored by my business round table, TEC. The speaker was very effective, knowledgeable and extremely professional providing us the crème de la crème of sale/marketing theory of the past thirty years. I use such outside presentations to compare with what I am doing in my businesses. What impressed me was how much of what he recommended you had already shown us, and also how many things you taught us (including the masterful presentation concept) which weren't even provided within his three hour presentation.

I am truly impressed with both your sensitivity to various corporate cultures and the ease with which you demonstrate your capacity to integrate your concepts and disciplines within a framework that is so readily acceptable to all who are involved.

Sincerely,

Chief Executive Officer