March 1, 2005

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

Dear Andy:

My firm, [redacted] Systems, LLC has engaged your sales and marketing services (consulting/coaching/planning) for the past four months. Although your role is continuing with our firm, I wanted to offer my testimony to the effectiveness of your consulting work.

Andy, I was specifically thinking about all we have learned to date....Here are some of the things we've learned/done:

1. Target marketing to specific industry silos to learn their lingo, "buy" indicators, common objections and decision-making processes (ie. Retail Grocers and Beverage Delivery)
    a. Retail Silo - lessons learned --> Can't wait for them to call us, we need to call them the day they get the materials or it may be a little late - they get lots of packages every day - we need to send provocative, but clear, materials - will likely get passed off from gatekeeper, but we need to try to control where we get passed to so that we don't get lost in the system or shuffled to a "VP of 'NO'"
    b. Beverage Silo - lessons learned --> Can't let the mailings go out faster than we can realistically keep pace with...if we fall behind, they don't acknowledge getting the materials and we are shut down.
2. Price Conditioning – offering a compelling package of materials to justify a higher opening price that could be negotiated to a better price than we are currently receiving for closed deals.
3. "Concierge level service" – showing how additional customer attention (that we largely show anyway) could be marketed as an "up-sell"
4. "Smoke out objections" – just simple, yet effective strategies to draw out issues early in the deal so that obstacles are removed from the negotiating table

5. "Can you help me understand your decisionmaking process?"
6. "We have helped other companies, like yours, through the decisionmaking process and internal sales process - let us guide you through this process"
7. "Have you considered programs like ours before?" If yes, why didn't you implement them?
8. Value of warm referrals
9. Value of getting a ton of references from Account Managers
10. Reference letters that specifically mention how we overcame their concerns, not just that "we did a good job"
11. Benchmarks of their commitment to our process
12. Not waiting for them to move at their own natural decision making process/pace
13. In depth interviews to identify why they bought or why they decided not to buy (cintas - too good to be true, Kevin Kelly - spot the golden accounts first and keep them)
14. ROI data - expressed in time frame for break even - pays for itself within X days/weeks
15. Lost Opportunity Cost - every week you wait, you lose X dollars that you might have kept in your pocket - cost of waiting is too high
16. Why insurers pay for program - not just profitability, but data, risk pool, spot best in class policyholders and keep them, etc.
17. How could I explain a fatality to my boss (or decedants family) if there was a chance that a $15 sticker might have prevented it?
18. Ten-Minute Training Topics may be influential in decision making process (or at least a major hook).
19. Cross Sell OSCER (other products) 100% of the time – shows we are a multifaceted company
20. Probability analysis (percentage weighting to each benchmark)
21. Modification to CRM database (sales.safetyfirst.com) to be more efficient
22. Closing Conditions - series of conditions, which, when met, result in the sale (or the objective)
23. Material Difference - a difference strong enough to motivate a change in behavior

24. Proof Criteria - how we prove the material difference to an audience (prospect)
25. Breakthrough approach - how we make a material difference obvious
26. Benchmarks - how we track progress towards the sale
27. Advisory Relationship - prospect tells us what we need to do to close the sale; prospect will build their requirement around our strengths; prospect will buy what we have, if it is close to what they need.
28. Defensive Position - prospect includes in their closing conditions at least one criterion in which we are strong and the competition can't compete
29. Defining Success criteria for pilots so that we can "force" a close

Andy this is only the beginning of the list – I could go on for many more lines. We need to routinely reinforce all of these concepts – they provide a tool kit for our front line sales team and aids to our managers on ways to coach and support the sales staff.

I encourage any firm looking to engage your services to give me a call so that I can personally testify to how you have exceeded my most optimistic expectations.

[redacted] CEO
[redacted]