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Mr. Fred Firestone  
Ethical Selling Institute  
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Dear Fred:

Please accept this letter as a follow up to your keynote presentation of March 2, 2010 for Arrow Limousine. You addressed our chauffeurs, reservationists, dispatchers and shop/detail employees on the topic of: **WOWEDFactor – You Are the Difference.**

What I can say, unequivocally, is that your message was exactly what we had hoped for and that the response has been excellent. Our intent was to give our employees every tool possible to provide the best customer service possible. We have witnessed improved sales, compliments reported are way up and there are fewer complaints than ever before.

Some highlights of our relationship:

1. When you responded to our inquiry for a motivational/keynote speaker on SpeakerMatch.com, we were intrigued with your WOWEDFactor message of differentiation and your article that set forth your philosophy: [WOWEDFactor: Key to Business Differentiation](#).
2. Your WOWEDFactor definition really resonated: "A customer service experience that is perceived to be so humanizing, engaging or connecting, that the customer's perception of the individual they're interacting with, and consequently the business, becomes significantly enhanced."
3. You totally customized your message to make it *our message*. It was abundantly clear that you spent a lot of time getting to know us. Your research included how individuals in each of the four key areas (chauffeurs,

reservationists, dispatchers and shop/detail) have had an impact. The fact that your presentation included acknowledging these individuals went a long way to enhancing participants' receptivity to the message.

4. Speaking of the message, it was practical, with on-point examples of how all of our people could have an impact in "de-commoditizing" through providing a Superior Customer Experience.
5. I also want to emphasize that you totally engaged the participants as you "worked the room," and got them involved in skits and role plays. It was just plain fun. I hasten to add, that the "fun" was a great vehicle to bring home your message.
6. Comments included the following:
  - From our President Ed Somers- 'just what we were looking for'
  - From Ron Ravitich, chauffeur- 'he took the time to get to know us and our industry'
  - From Fred Fueng, detailer- 'I felt very good about how important my position is with Arrow'
  - From Ellen Snodgrass, reservationist- 'I particularly liked the visuals'

In sum, I highly recommend that any company that believes its competitive advantage is the people who make up its organization, consider using your talents.

We are looking forward to the follow-up session.

Best regards,

Kevin Callinan  
Sales & Client Services Manager