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January 4, 2006

Mr. Fred Firestone  
Ethical Selling Institute  
7710 Carondelet Avenue  
Clayton, MO 63105

Re: ***"Pulling Ahead of the Competition Using Ethical Selling"***

Dear Fred:

It is my pleasure to write a strong letter of recommendation for the *"Pulling Ahead of the Competition Using Ethical Selling"* workshop.

I found the program to full of fantastic information, selling techniques, and self discovery. Not only did I gain insights on how to better utilize the unique differentiators of our products, but I learned a completely different paradigm on closing that never compromises my integrity.

I believe this program that will help anyone—in any industry—become more effective in sales, to build better relationships, and dramatically improve their business development opportunities.

My hat is off to you for an exceptional workshop with fantastic ROI!

Sincerely,

A handwritten signature in cursive script that reads "Laura".

Laura Schacht  
Sr. Account Manager

