

C I D  CENTRAL INSTITUTE FOR THE DEAF

Where Deaf Children Learn to Listen, Talk, Read and Succeed

January 22, 2009

Mr. Fred Firestone
President
Ethical Selling Institute
7730 Carondelet, Ste. 106
St. Louis, MO 63105

Dear Fred:

In 2005, I attended the Introductory Workshop sponsored by the Ethical Selling Institute. Your techniques helped CID-Central Institute for the Deaf refine the approach we use with prospective families and we are very grateful.

We no longer focus our meetings on telling families the benefits of sending their deaf or hard of hearing child to CID. Rather, we use questions to engage our prospective families and ask the families to share their experiences with us. They now tell us their story and we carefully listen so we can truly understand their concerns. We are then able to share with them how we might be able to address topics that are on their mind.

This approach, along with a few other changes in strategies, has helped increase our enrollment by 57% since 2004. Thank you for helping us understand how best to communicate with the families who visit us and helping CID provide our services to an increased number of students.

Sincerely,

Robin M. Feder, MS, CFRE
Executive Director