



April 12, 2005

To Whom it May Concern:

My present position is as an Account Manager for Lighting Service, Inc. We are an electrical contracting company that specializes in the areas of lighting maintenance, sign maintenance, and tenant finish electrical work. While I have only been in this industry for 8 months, I have been in sales since 1983.

During my sales career, I have been through many varied sales training courses, but none of them have done more to help me refine my sales skills than the program I attended at the Ethical Selling Institute with Mr. Fred Firestone. Every other training course I have ever taken has instructed me to do things I found uncomfortable in some way or another, and all of them asked me to do things that I would perceive as "SALESPEAK" if I were the customer.

The skills that Fred taught in the Ethical Selling program fit my personality style much better than anything I had learned previously, and my sales results have shown positive effects in a very short time. In a way, this course is validation of the techniques and sales style I have always employed, but have helped me to feel more confident in that style and have helped me take it to the next level. It has helped me to keep control of buyer-seller conversations in such a way that it seems very natural and not the least bit pushy or "salesmanese". It has also enabled me to determine in some cases what is not a good prospect very early in the conversation, and therefore helped me to make better use of my time.

Another benefit the training has taught me is how to better convey to prospects that I have a desire to become a trusted consultant interested in developing a long-term relationship with them that is win-win, rather than a one-time sale after which they will never see me again.

Simply put, Fred Firestone and his Ethical Selling program are head and shoulders above any other sales training I have ever taken, and I highly recommend and endorse this program to any company with a sales force. It is sure to improve and enhance your sales effort. Please feel free to contact me for any further information or questions regarding the Ethical Selling Institute.

J. Kevin Horth
Account Manager

1609 Lotsie Blvd., St Louis MO 63132, (314) 428-0800 - Fax (314) 428-0011
www.lightingserviceinc.com