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May 9, 2005

Fred Firestone  
Ethical Selling Institute  
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Dear Fred,

Over the years I have spent a lot of time selling and managing salesmen. Before your course I more or less operated under the notion that prospective customers would like the features and benefits of our service offerings and, through our persistence, would eventually break down and do business with us.

The themes of your course exposed the fallacy in our approach and showed us the optimum way to approach and deal with customers. The material and the way it was presented resonated very well with me and I have adopted the principles not only in the course of business but also in the course of life.

Over the years I have been to many executive level seminars on communications and selling. Most recently I attended the Program on Negotiation at The Harvard Law School. Your program on ethical selling was every bit as valuable to me as this expensive program that I attended in Boston. In fact, I suggested that many of your principles be incorporated into the Program on Negotiation.

Best regards,

Jim Winkelmann