



March 31, 2006

Mr. Doug Hanson
Doug Hanson Performance Group
3106 Huntington Court
Katy, Texas 77493

Dear Doug,

Our national sales meeting this past week was a tremendous success. We spent the majority of our meeting discussing leadership and the need for each of our sales team members to “lead where they are.” The concept of leadership is especially true in selling. To be successful in sales, one must adopt a leadership role with customers and influence them in a positive way in order to advance the sales process. But we all know that selling, regardless of our leadership position, is filled with challenges and difficulties.

One area of difficulty in selling is getting a potential prospect interested in what we have to say. The first few statements we make during a sales call will often make or break our effectiveness. Too often sales professionals struggle with the first few words that come out of their mouth and therefore have difficulty generating interest with prospects.

During our time together at our sales meeting, you guided our team through a process that will surely help them be more successful in their efforts with new prospects. The workshop on DISC selling was tremendous. You provided the sales team with tools to help them identify the types of people they are trying to sell to. You then transitioned into the next phase which was helping them quickly grab a prospects attention. Through the concept of using a “Big Fat Claim” our sales team should be able to rapidly engage prospects in productive discussions that lead to closed sales. The session was a huge success. In fact, several people in our group thought it was the best session of the entire week. They walked away feeling confident and enthusiastic about engaging new prospects.

Thank you for making our sales training session fun and exciting. Your energy, enthusiasm, and skill really made our time together impactful. I’m certain your training will lead to more productive sales calls and in turn, an increase in our sales. The entire sales team looks forward to future events with you.

Very Best Regards,

David J. Daly

David J. Daly
Vice President, Sales