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Doug Hanson
6021 Pine Meadows Drive
Katy, Texas 77493

Dear Doug,

WOW!

In a word, that about sums up the impact you had on my national sales conference meeting last week in Dallas. Prior to the conference, you and I spoke about my goals for the meeting. One of them was to really energize the team and help move them to more of a sales culture mentality. I'm happy to say that, with your help, we definitely seemed to have achieved that goal.

Without question, your "transformation" messages sparked the team and set the stage for a very successful meeting. At the conclusion of the conference, we asked the participants to fill out an evaluation form. One of the questions was, *What program topics did you find most valuable?* Following are specific responses on you:

"...Doug Hanson's reinventing-transformation session. This was high energy, highly interactive."

"...Doug Hanson's outlook on even a lousy day."

"...Motivation-Doug Hanson"

"...have Doug Hanson all day!"

Overall, **99%** of the approximately 140 attendees rated your session either very good or outstanding. (Actually 92% rated you outstanding!!)

I think I can honestly speak for the team in saying that we will take away all that you shared with us and begin to immediately apply it in our daily operations. Once again, thanks for making our conference a successful event.

Yours truly,

Phil Brown