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June 8, 2006

Dale Carnegie Training  
Bob Dickson & Associates, LLC  
21 Maple Street  
Naugatuck, CT 06770

Dear Bob,

The Dale Carnegie Sales Advantage has given me the confidence and inspiration to not only meet but exceed my sales goals. It also has given me a new and positive perspective on the sales process in general.

The greatest impact this class had was to show me the difference between what I sell and what my clients buy. Through this, I have gained great insight in understanding my true role as a problem-solver rather than merely a salesman. This has given me renewed life and passion in my profession. Now when I am out at a client's property, I no longer think in terms of "What can I sell them?" but rather "How can I help them?" For example, I recently met with a prospect who had wanted to improve the amount of light on his property by trimming some of his trees. By thinking in terms of solutions as well as the buying interest and motive, I was able to confidently present specific solutions. Also, instead of writing a proposal, mailing it, waiting for a response and following up, I asked for the sale right on the spot and I got it. He didn't look for estimates from other companies, but trusted in our company to do the job. By understanding the sales process better, I have increased my sales and my drive to succeed.

I would like to thank Scott Fenwick for presenting an enthusiastic and informative class, and for his inspiration.

Sincerely,

A handwritten signature in black ink, appearing to read "E. Barber", with a long, sweeping underline that extends to the right.

Eric E. Barber

