



10 Corbin Drive
Darien, CT 06820

May 12, 2008

Bob Dickson
President
Dale Carnegie Training of Western CT
21 Maple Street
Naugatuck, CT 06770

Dear Bob,

The Customized Sales Module program you tailored really made our people think about the tactics and strategies they use when initiating a sales relationship.

Frontline Marketing has a tenured and successful sales team that was somewhat skeptical about the value of spending an entire morning on what they perceived to be a canned sales training program. The trainer, Scott Fenwick, changed this perception and was instrumental in making the material relevant to their needs. The interactive approach to the program was well received. His energy and demeanor really set the tone for a great learning environment through the use of practice and coaching with our people. Scott didn't lecture but quickly got everyone involved through self-discovery questioning techniques and real life examples. It's a testament to the practical materials and facilitation skills of Dale Carnegie Training that our people had a true developmental learning experience in just 3.5 hours.

The focus of the training was on our critical need areas. One improvement area was the ability to be quick and fast when making a value statement during the initial conversation or when leaving a voice mail. The two modules that Dale Carnegie ran were focused on building rapport and credibility and generating interest by understanding motives and a questioning process. These two focus areas gave our people new skills to add to their already vast knowledge of selling. It was a Win-Win!

I can say with confidence that after our first experiment with sales training from Dale Carnegie Training that it won't be our last time. Both our senior management team and our sales associates would gladly welcome more training with them in the future.

I would happily recommend other organizations to use Dale Carnegie for their Sales Training needs as it has paid exceptional short term and long-term dividends to our organization. Don't hesitate to have someone give me a call if they'd like to speak about The Dale Carnegie Sales Advantage program.

Best Regards,

A handwritten signature in cursive script, appearing to read "Lili Mahlab".

Lili Mahlab
Managing Partner/Executive Vice-President
FrontLine Marketing
an Alloy Media + Marketing Company