

February 15, 2008

Bob Dickson
Dale Carnegie Training of Western CT
21 Maple Street
Naugatuck, CT 06770
203-723-9888

Dear Bob,

I just wanted to send you a quick note to tell you how much the Sales Advantage program I took last year has expanded my selling skills. It has had the most profound impact on my sales career and has catapulted me far past my sales goal, so much so that I can now focus on pre-booking for future years and larger accounts.

I was hesitant at first about the program but realized I needed to do things differently to succeed. What I lacked in a sales process I made up for in enthusiasm and persistence. After going through the first session I knew the Dale Carnegie Sales model would be the catalyst to propel me to the top.

I have to say that understanding the selling cycle has had a profound effect. The credibility statement (which was taught in session 1) is one of the best things I took from the class. I use it all day long on the Phone, in emails, in letters... for introductions, account penetration. I even used it on Friday when a prospect questioned our business model. I gave them a credibility statement why other Fortune 500 companies like to work with us. I am flying out to their headquarters next week, so they can include us in their upcoming plans.

This is just one of the many examples of how I've used the Dale Carnegie Sales Advantage model to build up my client base and as a result, I'm making more money for my company and myself then ever before.

I've more than tripled my yearly sales production since taking the course. That is a huge return on investment for the amount paid to participate in the program.

Thank you, it was a worthwhile investment of my time to take part in the program and it's made my job fun again!

Please feel free to give out my name if someone would like a reference.

Best regards,



Rob O'Mara
Consultant, CT