

November 22, 2002

Bob Janet  
Sales Growth Now  
2720 Bent Oak Drive  
Matthews, NC 28104

Dear Bob,

You not only reinforced valuable selling techniques for my Dealer Development Representatives, but you taught us new and useful techniques that we can use in the field immediately to increase our sales and profits.

Some of the comments I have received from my DDR's:

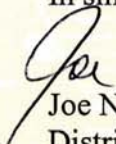
- Bob's seminar is totally thought provoking.
- As Bob spoke to me on my level I learned new sales techniques.
- The wonderful analogies and stories Bob uses are easy to relate with.
- Bob Janet delivered information that related to our business.
- He gave me selling techniques I can use immediately to grow my sales.
- Bob gave me information I can use in the field.

Thank you very much for delivering much more than I expected with your Selling is 100% BASIC interactive presentation, focused and customized on our needs and problems. We came away with sales skills and techniques we will use immediately to increase our sales and profits. I especially liked your use of your real-life stories and examples from your many years of selling experiences that reinforced the need and gave us techniques to:

- Listen more to our customers
- Ask more questions and
- Always treat the Customer as # 1.

I will certainly recommend you to others, as I know you can help everyone increase their sales and profits.

In sincere thanks,

  
Joe Norton  
District Manager  
Wells Fargo Financial