

September 27, 2006

Mr. John Hirth, President  
Selling Dynamics, LLC  
715 W. Algonquin Road, Suite D  
Arlington Heights, Illinois 60005

Dear John,

Congratulations on the successful launch of [johnhirth.com](http://johnhirth.com) and the continued success of Selling Dynamics. Your Sales Mastery program has had a tremendous impact on my work here at Meridian.

As you may recall, I recently decided to move into a sales role within our company after many years of working in other technical and sales-support roles. The Sales Mastery program has been effective in allowing me to hit the ground running by applying a methodology to my sales activities. The course is well-designed and consistently reinforces skills and attitudes that have bolstered my confidence and allowed me to experience early success in my new position.

My excitement and enthusiasm for the Sales Master program are contagious to both my personal friends and my colleagues at the office. Consequently we have a long line of account managers who are anxious to enroll in your program and begin learning more about the magic that has propelled my sales career into overdrive seemingly from the very outset.

You know as well as anyone that success in sales requires hard work. Thanks to you and the Sales Mastery program, my initial efforts have been productive and I have been able to avoid the common pitfalls and mistakes that befall most new sales professionals.

I wish you nothing but continued happiness and success!

Sincerely,



Greg Buelmann  
Regional Manager