

December 20, 2004

Mr. John Hirth
Selling Dynamics, L.L.C.
715 W. Algonquin Road
Arlington Heights, IL 60005

Dear John;

The purpose of this letter is to express my gratitude and appreciation for the training you have provided to our sales and marketing manager, Marco Confuorto. When Marco was hired, he had no formal sales training behind him. I believe that this is part of the reason why Marco has been so successful- he was able to "empty his cup" and absorb all that Selling Dynamics sales training had to offer.

Marco began his training in September of 2004, and just 90 days later he has become a sales engine for our organization, successfully driving our sales to levels we had not previously achieved. United Risk Partners has since made the decision to send all new salespeople through your training courses.

It is refreshing to deal with a service provider that has surpassed all of our expectations.

Best Regards,



Craig Lawrence, CPP
Director