

December 2, 2001

Mr. Jason Kleid
The Optimum Company
24 South Olive Street
Suite 201
Waconia, MN 55387

Dear Jason:

I am writing now to thank you for enhancing my career a salesman. After attending your Track Selling seminar, I now have the tools and the power necessary to succeed in meeting my business, sales and personal goals.

As you know, our President and one of our top salesman previously attended this seminar and raved about the positive impact it had on their success rate. By providing the rationale and the method for the sales decision and process, it has made them better salesman. After meeting you soon after I joined Classic Insurance Services, I was impressed with your approach to and knowledge of the subject. The Sales Navigator we designed with your guidance is invaluable to our business.

Therefore, it was with great anticipation and excitement that I recently attended your seminar. I was not disappointed. Even given my prior experience with your methodology, I was amazed as to the depth and science of the sales process you presented. Because of your clear interactive presentation, I was able to build upon my prior exposure and refine the art of the sale through the excellent role-play exercises.

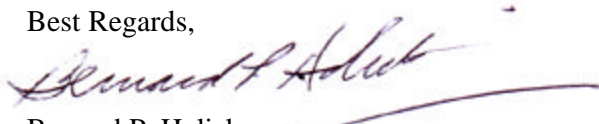
Overall, the seminar answered many of my most challenging sales questions: how to open more doors, how to close more sales and how to build long-term relationships.

From my perspective as Vice President of Marketing, the skills I have learned apply also to the broad marketing perspective as well as to the individual sale. By learning from you how to identify the needs of our customers, we have now developed a comprehensive marketing campaign that efficiently targets our prospective customers while at the same time prepares the customer for the individual sale.

Congratulations on finding the answer to the big sales questions. Your seminar is the best I have ever attended on this subject because it provides the practical solutions in a well-organized and logical manner. You have expertly shown how sales is a process that leads directly to success.

Wishing you continued success in all you do.

Best Regards,



Bernard P. Holicky
Vice President, Marketing