

HECKMAN

B I N D E R Y , I N C .

Bound-To-Please®

April 2, 2005

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

Dear Jason,

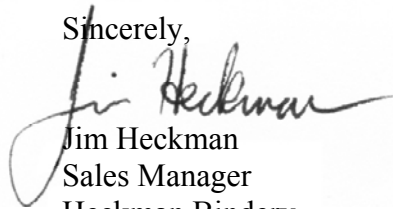
Our management team noticed a significant difference in communication strategies from our largest vendor, who is also your client. Their responsiveness to ever situation added sales for them and sparked our curiosity. After asking Rob about the positive changes in their organization, he simply said, "Track Selling". They were using the communication strategies we were looking for and this was the catalyst that brought us together.

I wanted to let you know how impressed I was with Track Selling and your facilitation of the training. I have attended several conferences and read many books on various selling strategies, but none compared to Track Selling. By understanding each of the seven individual sales steps, our sales team is beginning to uncover and develop more business with less effort.

As an organization, we are incorporating our newly acquired skills in day-to-day communications. This has also allowed me to more effectively manage our sales team and successfully pursue leads.

I would highly recommend the Track Selling System™ to any organization that wants to communicate more professionally with their customers. Please feel free to use me as a reference for your future clients.

Sincerely,



Jim Heckman
Sales Manager
Heckman Bindery