

November 19, 2001

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

Dear Jason:

I'm writing this letter to thank you for presenting the seminar title "The Complete Selling Process" held during IFAI Expo 2001 in Nashville, Tennessee USA.

Those who attended found the seminar informative, practical, and useful; and we are confident that our members will profitably increase their business by putting to good use the concepts and methodology that was shared with them.

Here are the final statistics on your program:

48 attendees  
34 returned their evaluation  
70% returned an evaluation  
29 of the 34 were IFAI members

Majority of the responses rated your program high/excellent to above average. The only items that was received average to below by a few were the questions relating to 1) general length of program and 2) time for questions and answers. Apparently they felt you needed more time or the audience needed more time with you.

These are great stats. Your program was very well received. Congratulations!

Sincerely,



Jill Rutledge  
IFAI Education / Program Development Manager

P.S. Please feel free to share this letter with prospective clients. I would recommend this program to any association whose members need to sell products, services or concepts.

