



GEOFFREY CARLSON GAGE
Strategically Creative Internet & Advertising Solutions

September 5, 2003

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

Dear Jason,

As the Creative Director for Geoffrey Carlson Gage, selling is just one of my many responsibilities and my sales approach was hit or miss. Although I had the passion and experience in the creative realm, I had no formal exposure, training or experience in the process of selling.

In July of 2003, I attended your three-day Track Selling System Workshop in Bloomington, Minnesota. I now have a thorough understanding of how "the process of selling" should work and what it takes to be a true professional sales person. I have a renewed enthusiasm for that part of my job. I am better prepared when meeting with customers or making sales calls, and thus, am better able to identify their needs, their buying motives (or lack of) and qualify quickly whether or not GCGage can provide a solution within their budget. I have also used the techniques I learned with client's on a day-to-day basis to get them to communicate their concerns, likes and dislikes during the creative process. I am talking less and listening more!

I want to take this opportunity to thank you for your commitment to our business and let you know how much I value your expertise and your desire to bring fresh ideas and solutions to our unique challenge of selling creative services.

I would recommend your workshop to anyone looking to sharpen their communication skills and enhance their sales performance.

It has been a pleasure to do business with you and The Optimum Company.

Sincerely,

Lorinda Hanson
V.P. Creative Director
Geoffrey Carlson Gage