



August 2002

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

Re: Track Selling

Dear Jason,

Earlier this year, I accepted the position of Vice President of Customer and Technical Service. Although I have significant education and experience, I had no formal exposure to "the process of selling."

During July 2002 I attended the three day Track Selling Course, sponsored by The Optimum Company, and held in Bloomington, MN.

The class was excellent. The Track Selling Model helped me understand how the process of selling is supposed to work. Like most of us, I have observed salespeople in action – some effective, some not. I've been well served by some salespeople, and have been the victim of others. I was surprised to find "integrity" at the heart of the Track Selling System.

Following the class, I am much more at ease whether I'm preparing for a customer visit, or coaching someone in Customer Service. It helps to be able to identify a customer's motive (emotional) for buying. It's satisfying to recognize each of the key buying decisions a customer needs to make, and to help them work through this process.

Lastly the seven-step process is so simple, so basic ... it has integrity. I have found myself using the lessons learned with customers, colleagues, and even with my wife. (It's really true that the most important part of communication is listening!)

In closing, let me thank you for an excellent class. I feel I am more effective as a direct result of your product and efforts.

Best Regards,

A handwritten signature in cursive script that reads "Roger Dosdall".

Roger Dosdall  
VP Customer & Technical Service  
Chart Industries, Inc. Storage Systems Division