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CREATOR OF THE SLEEP NUMBER® BED

August 28, 2003

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

Dear Jason,

I'd like to take a moment to thank you for helping me accelerate my career path, for getting me to think differently and helping me get back to good selling techniques. You are a very professional representative for the Optimum Company who has great ability to assist in developing an individual's growth.

I had the chance to go through your online version of Track Selling System™ as well as the three-day Track Selling System™ workshop. The online course was very solid and thorough. It helped me understand the sales process especially by using the role-play videos. The interaction was very beneficial, much better than if I would have been lectured to for the whole session. I thought this course worked well as an introduction to the workshop. Due to going through the online training I was probably the most knowledgeable on the Track Selling process at the workshop.

I have come to the conclusion that the online course would be best served as a tool to cement the process post workshop. I think it's best served as a tool to put the process together after the workshop to aid in helping the individual to internalize the process and get a better understanding of how it works. The nice thing for you is it would help to keep the process sold afterwards. The hardest part in any workshop, lecture, etc. is ensuring that the information gained gets engrained into the individual, and in this case, gets applied. Your online course would be able to do that.

The public workshop really helped me out in being able to apply the process to my selling environment. Seeing and hearing other people's opinions and viewpoints was great for me. The workshop itself was very well done. You and Mr. Kauder do an excellent job presenting the materials. I really appreciated the amount of interaction you get from your audience. You helped to make it fun which, as the rule goes, helped us learn. The breakdown of the process we went over was logical and easy to understand. It was an overall great experience.

Thank you once again for the great experience. Track Selling is a tremendous investment for anyone, regardless of profession, because everyone sells.

Sincerely,



Rob Stark
Sales Development Manager



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