

Robert S. Zielinski
Regional Sales Director
20 McLean Drive
Springboro, Ohio 45066

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Mr. Al Kauder
President
The Optimum Company
24 South Olive Street
Waconia, MN 55387

Dear Mr. Kauder,

I wanted to let you know how much I have appreciated you and the services of The Optimum Company. Your organization has had a tremendous impact on my career, and on the organizations, which I have served over the past 10 years. Thank you.

When we met in 1993 I had just begun my first formal endeavor in sales. As the head of a small start-up technology organization, I understood that there were processes and systems required for providing our products and services, but I did not realize the impact of applying a proven system to selling. Thanks to Track Selling, and the guiding consultation of your team, our company reached over \$3,000,000 in sales with a national presence in only four short years. Best of all, we never missed a month of profitability.

In 1996, following the acquisition of my company, I was charged with mapping a strategy for launching a new brand identity, expanding our products and services (which meant new competition), and continuing rapid expansion. Again the Optimum Company provided immeasurable expertise by introducing the Strategic Roadmap to our team. Using this fantastic set of tools we grew sales 138% year-over-year, and were named as a Minnesota 50 Fastest Growing Company two years consecutively.

Today I am with another start-up organization. I am confident in our success, however, because I have again come to rely on Track Selling, the Strategic Roadmap, and the entire Journey to Success package. My region just signed one of the largest deals in the company's history, and we have a proposal on the table that would far exceed any commitment our company has received to date.

Thank you again for making a tremendous impact on the companies I have served, and for giving me the tools and confidence to be a success in sales.

Sincerely,

Robert S. Zielinski
Regional Sales Director