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Jeanne Doheny
Russell Associates
Le Sueur, Minnesota

Dear Jeanne,

I had promised you quite a while ago I would let you know how my Staff has done with your Sales CBIT program.

We tracked the results of our sales staff after only having completed your Sales CBIT Program by one week. Sales had immediately increased 10%. After a few more months, we tracked the sales ratios again and found the sales staff had increased their sales by nearly 27% over their sales before they began using your program. We did nothing else in house to warrant that increase. Now, after two years using your sales program, it is difficult for us to understand how we succeeded as well as we had before we began using it.

We are now training a brand new sales representative and once again, we're bringing out your wonderful Sales CBIT program. This will save us so much time and money and get us results far sooner than we ever would have without it.

Thanks so much for your clever, effective and easy to use program.

Most cordially,

Dee Hawkins
President

DDH/as