

Thursday, May 19, 2005

George Ludwig Unlimited and GLU Consulting  
2515 Grove Lane, Suite 100  
Cary, IL 60013-2742

Subject: ASP Sales Training Response

Dear George,

I just wanted to thank you for the time you spent motivating my newly hired sales group a few weeks ago. Everyone in my group has commented on how positive the experience was. Your highly inspirational presentation was a great closing for what turned out to be a very intensive two-week sales training program.

Since that time, I have encouraged everyone to read your book, *Power Selling*, and to start applying the “Seven Strategies for Cracking the Sales Code” in their every day sales routine. I know that the topic you emphasized in our sales training, “The Top Ten Things” successful sales executives need to do, has greatly influenced my sales group and we speak about it often.

I would highly recommend your services to any sales organization, regardless of the group’s sales experience, industry or markets served. Everyone, including rookies and sales professionals, can benefit from your simple but powerful explanations about what is needed to get it done in sales and how to be truly successful. Your real life experiences and your uncanny ability to drive this message home are impressive. We can’t wait to have you back to speak to us again!

Sincerely,

Mike Valentine  
Director of Scientific & Industrial Business