



Mr. Barry Wishner
President
ProFormance
568 Eleanor Drive
Woodside, CA 94062-1122

Dear Barry,

I felt compelled to write to you and express the gratitude I have for the knowledgeable and motivating speech that you presented at our ASCOM Conference in Dallas.

After five pages of notes, I decided to regularly use one of your tag lines when I am on sales calls. I tell my clients that I am in the "Financial Enrichment Business" and they're impressed. This is a powerful value statement and just one of the many keepers that I gained from your program for our Annual Account Management Meeting.

May I say that approximately 12 people gave presentations to our convention attendees, yet I felt yours was the best! You have a strong presence on stage and a powerfully informative message that you communicate to your listeners.

It was obvious by your quotes of some of the best leaders in business today that you understand what it takes to be successful. As you told stories that related to us, it became obvious that by using the right tools, we could walk in their footsteps to achieve our own success.

It was clear that you had done your homework as you related true stories of successes our team had experienced. To my surprise, you began talking about Liberty Media and my success with that particular client. I had never listened to a speaker that knew his audience so well. I was delighted!

Thank you for creating the tone for the rest of the meeting and setting the bar so high that achieving it will be a thrill of a lifetime.

Sincerely,

A handwritten signature in cursive script that reads "Jill Lorentz".

Jill Lorentz
National Sales Manager

PS. Any audience would be lucky to have you as their speaker. Please use me as a reference any time.