



April 14, 2004

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

Dear Jason:

It is with gratitude that I am writing this letter on behalf of the Twin Cities Chapter of the Window Coverings Association of America to thank you for presenting "We take the Mystery out of Selling".

You presented a clearly defined sales process in a short amount of time with steps that were easy to follow. It was most impressive that you sincerely inquired as to what each individual wanted to gain from your visit and then strove to adapt the sales process to their various needs. Because of this, many members walked away feeling enlightened and motivated to use or refine a sales process. We appreciated the time you took to better understand our industry and to make sure all questions were answered.

We would highly recommend your program to all levels of experience.

Sincerely,

Debbie Barthel  
Vice President, TCWCAA