

July 8, 2004

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

Re: Track Selling System

Dear Jason:

I recently had the opportunity to attend your 3 day Track Selling System workshop in Okemos, Michigan. Our insurance agency is committed to developing trust and credibility with our prospects and clients through assisting them in their management of risk. The 7 step sales system that you and Al Kauder taught us, provides a systematic approach that enables one to keep their focus and promotes confidence with the knowledge that the ultimate sale is simply the logical conclusion of this process.

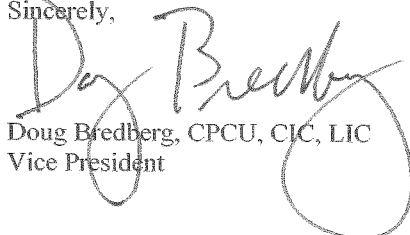
Developing prospects into clients and retaining those clients each year, requires our ability to elevate the experience that our prospects and clients have with us each time we come in contact with them. Whether those touches are face-to-face, online, fax, or on the phone, we must make them personal, memorable, and meaningful. The Track Selling System enables us to deliver on that by focusing on the client each step of the way.

As you reminded us, selling is not telling and questions are more powerful than statements. The power of listening and responding with sincere follow up questions, addresses the important initial steps of developing rapport with your prospect or client in your approach, qualification, and agreement on a particular need, which enables you to continue to the next step in your system.

The inspiring part of being in sales, is the enjoyment of working with people and being able to be of service to them. I can see applications of your system applicable to our internal staff as well. Building trust and rapport among our associates will enhance our communication, and enable us to arrive at agreement on needs important to our prospects and clients – which should ultimately result in more sales and repeat business. We plan to role play those techniques at weekly sales meetings, so that all of us can share a common sales vision which we all can own.

Finally, I discovered last week that the Track Selling System can be used in organizing participation in a soccer camp. After proper qualification of which players would attend and agreement among parents on who would pick up and drop off, I reached step 6 (Act of Commitment) and found myself saying, "If we put together the driving schedule as we discussed, can anyone think of a reason why we shouldn't complete the registration and send in our checks?" My son is having a great time at soccer camp this week. One problem – this group of parents want me to be the team manager now!

Sincerely,

  
Doug Bredberg, CPCU, CIC, LIC  
Vice President

