



December 10, 2003

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

Dear Jason,

I love the Sales Navigator! Creating the Sales Navigator is one of the smartest things that our company has done to help increase sales. This new sales tool has made the jobs of our sales and customer service staffs easier, which makes us more effective. The results are more effective sales presentations and increased sales.

The effort to produce the Sales Navigator is the first place that you begin to discover its benefits. As a team, you work together to brainstorm the features and benefits of your company, its people and products. Once completed, I found the Sales Navigator helps to almost compose “agreement on need” letters for you.

The hard work of creating this tool pays off by assisting you when you need to make just the right statement to your customer or prospect. This can be in a letter or verbally. I would definitely recommend that any company work with The Optimum Company to create their own Sales Navigator!

Regards,

A handwritten signature in black ink that reads 'Rob Mauritz'. The signature is written in a cursive, flowing style.

Rob Mauritz
Vice President, Sales
LBS