

Dear Steve:

This letter is in regard to your talk that you gave at my office on May 7th.

I have been reading and studying human relations every since I was 20 years old and a manager of my first restaurant. I have spent 17 years in the restaurant business and the last 11 of them in Management as well as I was the training coordinator of a very large franchise for the last 1 1/2 years. The whole time that I was in management I studied and taught human relations and made an effort to be the best people manager that I could be.

Last September, I decided to go into sales. Although I have done pretty well in those past 9 months or so, I didn't realize that I stopped using all of the principles that I had learned over the 11 years prior.

When you came to my office and gave us that short 1 hour talk, it was like being hit in the head with a sledge hammer of reality. Most of what you said I already knew but I was no longer doing. I had been in a terrible funk and had only made one sale in the past 3 weeks prior to your visit.

The day after your visit I listened to the Brian Tracy tape on the way to my first appointment and then proceeded to make that sale as well as 2 others that day and went on to have a record week for myself. The record sales isn't the best part though. The best part is that I probably would have only made 1 or 2 of those sales had you not come to the office on Monday due to my lack of closing.

I have always been a great presenter but I never closed until after I listened to the tape and the talk that you gave. I had excuses for all of the sales that I didn't make the 3 weeks prior and after you were here I realized that they were exactly that, just excuses.

I am eternally grateful to my Manager for having you at our office and I'm eternally grateful to you for coming.

I did purchase a ticket to the seminar in June, which would have been a bargain at twice the price, and I will recommend you to everyone I know. I have also pushed my Manager to schedule you to come to our office again but this time have ALL of the agents there. Thank you again and I look forward to seeing you and Mr. Tracy in June.

Sincerely,

Bob Mueller, Jr.
Agent
Bankers Life and Casualty