



ALBAN TRACTOR CO. INC.

The Chapman Group
Al Sneddon
Senior Consultant
9881 Broken Land Parkway
Suite 302
Columbia, MD 21046

8/29/02

Dear Al,

After having attended the REAL S/P sales training workshop, I wanted to let you know how I am performing six months later. As you know, I was not meeting my performance objectives prior to your sales training. Now I am the number one salesman in my group.

There were a couple of things that I learned and have embraced from the workshop. First, was the training on High Value Activities and time management. Now I schedule each day focused on the "big things" and make sure that the little things don't consume or distract me during my day. Focusing on these High Value activities has made a big difference in the way I spend my time. Secondly, the modules you presented on building and developing relationships was really a key for me. I understand that each sale is different and so are the people that I am working with. I try to understand their business needs and their personal drivers as I work with them. In addition, my focus on developing and using referrals has really begun to pay dividends.

As a result of this training, I have moved 65 pieces and just under 2 million dollars of Caterpillar equipment in a little over 6 months. The things I learned in the workshop together with my product knowledge and demo skills have really paid off. I want to thank you, John and The Chapman Group for the REAL S/P sales training that you presented at Alban Tractor.

Sincerely,

Chris Redding
Sales Representative