



October 14, 2002

Ms. Wendy Weiss
The Queen of Cold Calling
412 West 25 Street
New York, NY 10001

Dear Wendy,

As I begin to plan my prospecting for the week ahead, allow me to drop you this note of appreciation. It is my small way of saying thanks for the service you provide.

When I first saw you present at one of your cold calling seminars in January of this year, I couldn't believe how much information I absorbed in such a short period of time. Particularly, I enjoyed some of the 'tips' you have in your back pocket like getting past the gatekeepers, anticipating objections and handling them before they arise, etc.

What I find most amazing is that I am immediately able to position myself alongside my prospects without ever having to compromise my positioning or apologize for my timing. Specifically, I have learned how to enjoy the process and this, to me, is the big benefit.

Wendy, I am glad that I have chosen to hire you to help me improve my prospecting and closing skills. It is one of the best investments I could have made in my career. The competition in the hospitality is fiercer than ever in this uncertain economy and I need to be the best salesperson I can be. You are an asset to any organization or individual whom you have the opportunity to partner with.

Back to dialing!

Sincerely,

LONG BEACH AREA CONVENTION & VISITORS BUREAU

David Riederman
National Sales Director