

TAYLOR

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Staffing

April 8, 2002

Ms. Wendy Weiss
D.F.D. Publications, Inc.
P.O. Box 20664
London Terrace Station
New York, New York 10011

Subj: Free evaluation of cold-calling script

Dear Ms. Weiss:

I would like to begin by saying THANK YOU!!!! If I could hug you through a letter, I would. Your book was the most helpful and informative book about sales that I've read in a long time.

I have recently purchased a business and sales have not been what I expected. Thanks to your techniques and a change in my own mindset based upon the simple idea of introductory calls rather than cold calling, I am now able to increase my company's sales. I have tried so many different techniques over the past 8 months, including hiring "sales professionals" but none of them could obtain the results that I am now obtaining using your book as a guide.

I am enclosing my introductory calling script so that I can obtain a free evaluation of it. I would appreciate any insight that you could provide. As instructed, I have also enclosed a self-addressed stamped envelope.

Again, I cannot thank you and the publishers at D.F.D. enough. I am going to recommend this book to everyone I know that owns a business and can't seem to find the right formula to obtain the sales that they want to achieve.

Sincerely,



Nellie A. Bogart
President

Enclosure