

September 29, 2006

Director, Consulting Services  
International Profit Associates, Inc.  
1250 Barclay Blvd.  
Buffalo Grove, IL 60089

RE: Letter of satisfaction

Director:

Every once in a while, the right thing comes along at the right time. Having already made the decision we were going to change the way we were doing business but not completely understanding what all that entailed, IPA came along at just the right time. This, no doubt, made all of your jobs easier but one thing we observed is that we had to have a facilitator who was knowledgeable in what needed to be done and could push and prompt us to make decisions, teach and take the time to learn and implement the necessary items.

did an excellent job guiding, prompting, pushing, mentoring and teaching – facilitating at a good solid pace. I was impatient at times because I felt the pace was going slow but I'm very impatient and we have gotten there at the end. What we essentially received was a BA-Light on the job. We had seen all the pieces before, we knew those pieces were missing from our company, we knew change was necessary, we just didn't know those pieces well enough to implement them with confidence and we, most likely, were not going to take the time. We were not always willing partners. There were times had to keep on a point to make us understand the significance of it but to our benefit, he stuck to his guns and made us see the light on several issues.

I can tell you that the impact on the staff, most of which are new, has been tremendous. They understand our past but they also understand our determination to be successful going forward. They are smarter and feel more a part of the team with the recent changes. They also now have clear direction, a clear chain of responsibility and a clear vision of where we were headed and they all want to be a part of that. As a result I believe their enthusiasm and willingness to go the extra mile will stay strong.

I can already see some effects on the business, not from an increased profit standpoint, although several areas were found where we were able to immediately secure future income in margins, but from the standpoint of a solid plan. There is confidence and security to be able to work to a plan. We've had plans in the past but we could never seem to work to them. With the changes in the business structure, tools to motivate employees and a solid plan in place I feel we've been enabled to work the plan.

Part of the plan is sales goals. The bane of our existence has been the boom-bust cycles brought on by the hub-spoke structure and no trained sales staff. More than anything, this single change I'm convinced will make the difference in our future. The SPIN Selling was unique but made perfect since. Having recognized parts of the program in my own approach it helped me understand the psychology, timing and order of things as they should be and will certainly help everyone be more effective salesmen. Obviously the life blood of any business – I fully expect to see a huge impact from future, effective sales efforts.

In closing, this was a very positive experience and Trip did an excellent job. We look forward to having him back in the future to check on our progress and to help tweak the process he set in place.

Sincerely,

A handwritten signature in black ink, appearing to be "Shelley", written over a horizontal line.