



BROWNING
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December 7, 2007

Steve Dorfman
14 Apache Court
Gaithersburg, MD 20878
Driven To Excel, Inc.

Dear Steve,

You recently completed a Sales Training Program for our Sales Staff here at Browning Pools. We believe very strongly in training for our staff and have had sales trainers before. Their approach was mostly geared toward the psychology of the selling process.

When I received your card explaining your new business I was compelled to call and find out more about it. The name itself "Driven to Excel" is very appropriate for you and matches my impression of you as a salesperson. So teaching others how to be as successful and professional, as you have been, had to be good for our sales people.

I have been exceptionally pleased with your program. You approached selling from the point of first learning who we are and "who we are being." You emphasized that our sales people were building a business of repeat and referral clients therefore having it grow bigger and bigger each year.

I enjoyed our sessions on the Dominant Buying Motive the most. It is so important that I made a copy and laminated it for each of our sales staff. I still carry my copy in my pocket today to remind me how important it is.

It has been a pleasure working with you.

Your Program would benefit any organization that has staff serving the public.

We are looking forward to ways you can continue to be a part of our employee support system.

Sincerely,

Charles H. Browning
President
Browning Construction Co. Inc.