

October 7<sup>th</sup>, 2005

Mr. Hugues Gibeault  
Mr. Don Jones  
*Sales Championship™ Group*  
Toronto, Ontario  
M2P 2E3

Dear Hugues and Don,

This is to thank you for the outstanding work your teams have performed around the *Sales Championship™* presented by Canada Post.

As you know, as one of the Strategic Account Management Association's (SAMA) largest corporate members, we consider ourselves to be quite sophisticated and advanced in the area of sales performance development. From the very beginning, we felt that the *Sales Championship™* offered something very unique that we have never seen before. Through our partnership, we have found the program has delivered in spades as a highly competitive, uplifting and experiential learning process that will help take our sales force to the next level of performance.

In addition, the assessments and behavioral insights you provided on our strengths and development opportunities, both individually and as an organization, were second to none. Some members of the sales force have indicated that this is the best, richest and most meaningful feedback they have received in their entire careers. The feedback and results have also given our Sales Leadership Team very real behavioral insights upon which to lead the change to a high performance sales culture. In the short term, we have started leveraging and following up on the various assessments and concepts in the field with Managers, as well as organizationally in the development of our upcoming Sales Colleges and Leadership Forums.

From a participant point of view, some of the early measures of success include the favorable ratings to the following statements (Top 2 box scores including great and above average ratings):

- 89% said that the program "Motivated me to improve my performance";
- 90% agreed that it "Provided me with individual feedback that helps me understand my strengths and weaknesses";
- 89% said that it "Reflected the skills that I need to develop in my job now or in the future";
- 80% indicated that the program "Provided me with new information or learning that I had not been exposed to previously".

I would not hesitate to highly recommend this immersive, revolutionary performance improvement methodology to any company looking to take their sales force to Championship Selling level!

Sincerely,



Benoit Côté  
Director, Performance Excellence