



*Material Handling Equipment,
Systems, and Installation*

2-16-09

To Whom It May Concern:

As the Director of Sales & Marketing, I'd like to highly recommend Gary Moore and his Objective Based Selling Seminar. Objective Based Selling is a business-to-business sales model designed to help material handling salespeople (Sales Professional) sell more at higher gross margins.

Gary's seminar helped my sales team by pointing out that the job of the Sales Professional is to determine the customer's business and personal objectives and show how they can best achieve those objectives by acting on presenting a customer focused proposal. The seminar is based on how the Sales Professional works on both the business and personal sides of the Objective Based Selling loop simultaneously.

What sets Gary's Object Based Selling Seminar apart from other similar training is his ability to carefully listen to our company goals and modify his training to our specific needs. He always makes himself available; recommends strategies with visible results; and finds methods to help each of the Sales Professionals grow whether they have been in the material handling business 30 years or 3 weeks. And of course, one of Gary's unique attributes is that he has lived what he now teaches, having been in the material handling industry for over 40 years.

You should know that Gary did not ask me to write this letter -- I am so impressed with his services that I want others to know of his Objective Based Seminar. Gary has proven himself to be an exceptional speaker, motivator, and mentor. He is definitely worth getting to know.

Sincerely,

A handwritten signature in black ink that reads 'Monte Himschoot'. The signature is written in a cursive style with a small star above the 'i' in 'Himschoot'.

Monte Himschoot
Director of Sales & Marketing
S&H Industrial Services