

Ms. Katie Porter
Sales Trainer
Neogen Corporation
944 Nandino Boulevard
Lexington, KY 40511

Dear Ms. Porter,

In 2007 I had the privilege of being introduced to Mr. Tony Martin and The Sales Board's Action Selling Program. On my first exposure, I saw the "Action Selling" book in the back seat of one of my Territory Manager's cars and I took it into the hotel to read that night. In spite of the fact that I picked it up around 11:00 PM, I read it cover to cover and was so impressed I sat at my computer and outlined the book (copy of my outline attached). I watched that Territory Manager's progress as she went through the program and for the ensuing 12 week follow up program and I saw noticeable improvements in her sales calls, her daily sales and her overall sales numbers.

My next exposure was going through the program myself in early 2008. I participated in the 2 day program and then led the discussions with my team of Territory Managers over the next 12 weeks. Week after week I heard success stories of when and how the techniques in Action Selling had helped a Territory Manager better get to know their accounts, or to better identify needs, or to better quote on a piece of equipment as a result of the information gained while "asking the best questions". Unlike many sales training courses I have participated in, the enthusiasm for the Action Selling program seemed to grow week after week where many other programs tend to wane with time.

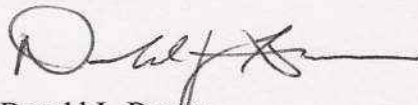
My last exposure was in a class I oversaw in the fall of 2008. Once again, I saw the Territory Managers have some "aha moments" during the training, and then heard several of them share success stories after the training. I can also see the difference when working with these TMs in the field. I am a believer.

My only regret....I could not get my whole team (18 Territory Managers) through the program at once. I did however send them all a copy of the book to read and I am coaching towards it on my ride alongs.

Finally, I can't say enough about Tony Martin as an instructor. Dubbed "The Conan O'Brien of Sales Training", Tony kept the classes lively and interactive the entire two days. He could see when people needed a break....and provided entertainment during and after each break. The feedback was unanimously positive.

I would strongly recommend this Action Selling Program to anyone who is serious about taking their sales team to the next level.

Best of Luck,



Donald J. Brown
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