



January 5, 2007

Mr. Tod C. Novak  
President  
The Novak Group  
P.O. Box 93938  
Albuquerque, NM 87199

Mr. Novak,

I just wanted to pass along my appreciation and gratitude for training my sales staff on how to read people, determine their motivation and sell to it. Since attending your seminar, entitled "The Birds", my staff members increased their sales dramatically. One salesperson, in particular, credits her record breaking November sales to her utilization of the Novak Principle.

Your presentation was both memorable and practical. You simplified a rather complicated subject enough for us to utilize the knowledge you imparted in actual encounters with prospects and clients. The main topic of our conversations were about what type of bird each of us were and those of our customers as well. To this day, we often refer to various personality types in our day to day conversations about sales by the type of "bird" they are.

I spoke with several Chamber of Commerce members who enjoyed the seminar and went on to higher achievement in sales as well as customer service.

Due to positive experience we and our members continue to enjoy as a result of our participation in your program, we have endorsed and promoted your program to our entire base of 2,400 members. I recommend The Novak Group to any company or individual wishing to improve their sales, customer service skills or overall ability to interact with others.

Sincerely,

Keith R. Edwards  
Vice President of Revenue Development  
Greater Albuquerque Chamber of Commerce