



Comcast Cable
4611 Montbel Place NE
Albuquerque, NM 87107

August 24, 2006

To Whom It May Concern:

In Tod Novak's training workshop he will say, "You never get a second chance to make a first impression." I have found that is indeed true whether it's working with people in the workplace or with potential customers in the community. When our sales team attended Tod's training program they liked his first impression, but more importantly they learned how to better align their sales process to the unique personality of any given customer in our market. Even our experienced sales people who have been with the company for over 15 years left the training saying, "I learned new techniques to improve my sales and help grow our business."

If you're seeking a consultant that can help your business grow, you need to look no further than The Novak Group. Tod and his consultants will meet with you to assess your specific needs and build a program to help optimize the human potential within your sales team.

Sincerely,

A handwritten signature in black ink, appearing to read "Michael Adair". The signature is fluid and cursive, with a large loop at the end.

Michael Adair
Southwest Area HR Director