

# Daniel N. Ronel, M.D.

January 23, 2009

Re: Tod Novak and The Novak Group

To Whom It May Concern:

I am extremely pleased to recommend Tod Novak to you. My plastic surgery practice, which consists of two offices, had its best week ever in sales after only three weeks of working with Tod Novak and The Novak Group.

His meetings with my staff and his seminars have improved their morale and attitude, which has directly led to an increase in their efforts to sell my services. He taught them that the successful sale involves identifying how each patient is different, and learning to treat them in the way that will resonate with their personality style both in person and over the phone.

He helped me establish a workable bonus program for my employees (with which they were thrilled), and he made a critical assessment of my office space and logistics.

I believe Tod Novak will be able to increase your office's revenue and will make it a more enjoyable and efficient place to work.

Sincerely,



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DNR/jjp

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