



To Whom It May Concern:

Re: Don McNamara

Let me take this opportunity to comment on my association with Don McNamara.

To achieve my long-term strategy in developing a distance learning selling skills program and offer it to other consultants, I was looking for a strategic partner with the knowledge and integrity to effectively implement the programs I have been developing for over 12 years.

With major contributions from Don I was able to complete a Distance Learning product under development. I am very pleased that Don has included my programs in his portfolio.

I am confident his extensive experience in sales and sales management will be invaluable as he continues to build his practice while adding value to his client base.

At all times I found him to be of the highest personal character possessing exceptional interpersonal and communication skills. His business judgment and ethical conduct was then, and continues to be of the highest standards.

I feel comfortable recommending his services to those in need of:

- Reducing sales staff turnover
- Improving the effectiveness and productivity of the sales organization from individual contributor to chief sales officer
- Assisting organizations improve sales, revenues, margins and profitability

Sincerely,

A handwritten signature in cursive script that reads 'Robert E. Ayer'.

Robert E. Ayer
REA Performance Consultants