



To Whom It May Concern:

When our Director of Product Management saw Randall Munson's outstanding sales presentation, he hired him on the spot to present "**The Magic of SELLING Technology**" to our entire sales staff at the **Global Sales Meeting** the very next week.

Randall Munson's program is truly exceptional. He gave us clear, specific methods to increase our sales. Randall's ideas aren't lofty academic theories; they are successful solutions to real situations faced by companies today.

Our sales people from countries around the world were enthusiastic about Randall's sales techniques because they realized they will work well in their own country. Virtually every person wants us to bring Randall back again.

What made Randall Munson's program especially successful was that he delivered his powerful content in a creative, energetic, entertaining, and fun style that captivated and motivated everyone.

I told Randall that, in addition to writing a letter of recommendation, I will personally recommend him to other CEOs because of the value Randall Munson will bring to their companies.

If you are looking for an international sales expert that will motivate your sales force and show them how to significantly increase your sales, you are looking for Randall Munson.

Sincerely,

Zvi Alon
Chairman, President and CEO