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To: To Whom It May Concern

Cc: Ray Patterson

Sales motivational keynote - by Ray Patterson

To Whom It May Concern,

Ray Patterson presented a motivational keynote address at our annual sales conference which "hit the nail on the head". Ray was very inspiring and kept the audience of +/- 115 sales people in the room's full attention with relevant and excellent examples on how to specifically improve one's own selling skills. What was striking was it was not death by power point and a very relevant and enthusiastic address which was enjoyed by the whole audience.

I do a lot of reading regarding the sales, sales techniques and general motivation of a team due to my role in the company and I can definitely recommend Ray who "knows his stuff" and is an excellent "sales man" in conveying his message.

Yours Sincerely

Ian Mansfield