

22 November 2012

TO WHOM IT MAY CONCERN:

Far too much time has passed since I last acknowledged the Sales Talent Agency team for the many great contributions you have made to the expansion our sales organization. Your group has an uncanny knack for providing the right sales resources for all of our distribution channels including our Inside, Outside, and Major Account groups in Canada and the United States.

Looking back I think it begins with STA truly having a greater insight into our real needs because understanding resource requirements and recognizing professional sales talent is the specialty at which you excel. It seems like all the best sales professionals who are ready for a new opportunity use STA's placement services. All of the candidates you refer to us exceed expectations with some more than others. Your consistent track record of placing fast track sales professionals with us who develop new business and generate new revenue in weeks, not months, is astounding. When we review our top producers on our total team the majority come from STA.

The quality of the sales resources you refer is matched only by how easy you make it to outsource to STA the management of the sales recruiting process. From setting up appointments in my Outlook calendar with the candidates resume attached; to reviewing your comprehensive notes and insights from your screening interviews; to following through with the hiring process after we have made the final selection everything is flawless and impeccable.

Getting the right people in the right seats on the bus is becoming a tired cliché but it is no less true and crucially important. Since working with STA our ability to get the right people in the right seat and benefit long term from them staying on our bus for the challenging journey has dramatically improved the success and efficiency of adding sales people and has made all the difference in supporting our plans and revenue growth.

Thank you very much. I cannot over-state my appreciation or exaggerate your value.

Sincerely,

David Johnson

Vice President, Corporate Sales