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Sales Coaches International LLC  
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**Attention: Mr. Mike LeMaster**

Dear Mike:

As we enter a new era in client prospecting, I want to tell you how pleased I am with the results we are achieving since engaging your services. Your successful analysis of the data within our BizActions subscriber database, and your very unique telephone approach to those members, has produced a series of meetings that are leading to new client opportunities.

As you and I have been working together for less than three months, it is too early to estimate how very successful our mutual efforts will be. However, you should know that we are so pleased that we are focussing most of our marketing efforts and marketing budget in the direction of your services, and our aggressive use of the BizActions Newsletter.

As I recently read in a survey by a professional services marketing firm, CPA/CA firms are best served by concentrating on their prospects. This confirms our approach, and gives me additional confidence.

I'm looking forward to our best year ever!

Thanks, Mike. Feel free to share this letter with your own prospects and clients.

Very truly yours

BENNETT GOLD LLP

*“Robert Gold”*

Robert Gold MBA, CA  
Managing Partner

