



The Mark of
Excellence in Pest Management



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September 14, 2009

To whom it may concern:

It is with great enthusiasm that I make this recommendation for Dr. Jerry Teplitz and the "Switched-On Selling" (SOS) seminar. I was fortunate to have an opportunity to participate in Dr. Teplitz' CEO Briefing to my Chapter of Entrepreneurs Organization and learn about this valuable course. The science that supports Dr. Teplitz training is sound, measurable and from personal experience, life changing!

The results that my company has experienced are better than promised and has positively changed our projected sales forecast for 2009. In fact, we experienced an immediate and positive response in the measurable activity of our sales people. Over the past two months we have even experienced individual closing percentage increases of as high as 200 percent. And this is in the middle of the recession! Additionally, our sales people are more conscience of the behavior that leads to greater sales and require less management oversight to ensure that sales follows-up are completed.

Our sales people who have completed Dr. Teplitz SOS Seminar have established the benchmark for our sales performance and closing percentages in a very positive way as six of the eight attendees are now our top sales performers. We have integrated SOS into our sales training and in doing so, we are enabling our sales people to meet their full sales potential. I truly believe that our sales team is better equipped to compete in a highly competitive market in this challenging economy as a result of completing the SOS training.

I strongly recommend Dr. Teplitz and the Switched-On Selling seminar to anyone who wants their company's sales team to reach their full potential. This is why our relationship with Dr. Teplitz has become a critical link in the success of our company.

Respectfully,

Kevin J. Kordek
President/CEO

UPDATE

In October 2010, Kevin Kordek updated Dr. Teplitz on the results of the Switched-On Selling Seminar.

1. Profits doubled.
2. On two of his high end product lines, he was the number 1 distributor in the country.
3. One of his sales people went up over 300% and received an award for his sales increase.

October 12, 2009

I had my entire management team, including myself, attend Dr. Jerry V. Teplitz' Switched-On Management Seminar. That was one of the best training decisions that I have ever made.

Dr. Teplitz' seminar approach is totally different from anything I have ever experienced. He calls the program a brain-rewiring program and it really is. The program is designed so the CEO (me) and my direct reports can each have our individual needs met by the conclusion of the one and a half day training.

It's been three months since we attended the seminar and I can absolutely state that every person on our management team is operating at a more effective level than ever before. We are now functioning as a team in an integrated way resulting in much less stress on everyone.

Everyday, we all employ some element of what we learned at the SOM Seminar. It has now become part of our culture.

I would highly recommend SOM to any management team who really wants to excel in ways that might have only been dreamed about.

Sincerely,

Kevin Kordek
A-Active Pest Control
Virginia Beach, VA