

November 10, 2007

### **Results Oriented Sales Executive**

To Whom It May Concern:

It gives me great pleasure to recommend George Krajewski to you as a leader and trainer for your sales team.

George and I worked together on the administrative team at Lifestyle Center of America from April 2005 through October 2006. Prior to George assuming the role of Director of Sales nobody in the nine year history of the organization had been able to move the needle and produce even marginal results. This included a long list of management types and high-priced consultants.

That all changed when George arrived. At that point, given the long history of failure, there were few within the company who actually believed it could be done. Fortunately George was not one of them. He arrived with a plan of action and immediately began implementing it. The results were quick to follow. To my amazement George's team produced record sales the very first month! What followed was an increase in revenue vs. the previous year for twelve consecutive months running. This represented a 60% year over year increase vs. the previous twelve months. More important was the positive effect this had on morale throughout the entire organization from top to bottom.

Within a short time I watched George completely transform the sales department at LCA from a group of underachievers with little or no direction to a world-class sales team driven to succeed. If you are looking for a results oriented sales executive I highly recommend George Krajewski.

Please feel free to call me at 580-369-0506 if I can be of further assistance.

Sincerely,

A handwritten signature in cursive script that reads "Jim Pinder".

Jim Pinder, MBA, CFRE