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Craig Sullivan
802 South 2nd Street
Davis, OK 73030

To Whom It May Concern:

I have known George Krajewski for about 10 years. I've known him first as a co-worker at Newcourt/CIT where we were aligned to support the West Coast as an inside sales team, and finally as a Manager and Coach at the Lifestyle Center of America.

In that time I've learned that George is, and will be, an invaluable asset to any group he interacts with, whether at a professional or personal level. His work ethic and relationship building style is heads and shoulders above his peers. His natural sincerity and ability to balance the needs of customers with his company's core benefits ensures mutually successful relationships that afford him the continued trust and patronage of the people he helps.

As a manager George's greatest strengths lay in his drive for success and his commitment to increase the productivity of the people he leads. It was the latter that convinced me to move half way across the country for the opportunity to work under his guidance and upgrade my own sales skills.

Under George's leadership we saw a significantly increase in revenue by implementing a series of process improvements. First by retooling the initial call process he ensured a quick procedure to distinguish between qualified and unqualified prospects. Then he designed and hosted a series of telephone seminars which greatly increase our customers understanding and sense of urgency with virtually no additional cost to the sales budget. Finally using his noteworthy writing skills he created a well timed sales letter campaign to allow us to better follow up and close sales that would normally be lost. The result has been more sales and a shorter sales cycle.

Increasing the productivity of the sales team played a critical role in George's strategy to increase revenue. Starting with regularly scheduled training classes he focused on incrementally pushing individual skills, understanding, and knowledge of the selling process. Using external resources, like the Tony Robbins seminars, George continued to keep the team motivated and excited as we strove to hit new records. In addition he continued to work with us one on one; listening in on sales call, pointing out what was done right as well as what other paths could have been taken to arrive at more successful outcomes. He invested heavily in group exercises that were designed to provoke thought, get the team thinking outside the box, and push convention.

I would consider myself very fortunate to again be teamed up with such an outstanding sales person, manager, and mentor.

Sincerely,

Craig M. Sullivan
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