

Heineken

St. Maarten N.V.

June 1, 2009

Dr. Rick Goodman,

I just wanted to thank you again for the recent training session you gave our company. I could see the excitement from the people in the training, that we were all getting more than we anticipated, and just what we needed.

Even a few months after the training, we are still using the principles you taught us in our daily work. Yes, the terms "G.E.T.", "A.S.K." and "WIIFM" are now ingrained in our organization, and the tools you provided us are used frequently.

I have been to many great and insightful courses over the years, both with Heineken and my former employer Wal-Mart, however, none have been more informative and "Rich" as this session.

Rick you truly pack 25 lbs of information into a 5lb bag!

Thanks again,

John Leone



John Leone

Managing Director

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