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October 22, 2009

Dan Boe
Be the Fire Presentations
www.bethefire.com
San Diego, CA.

Dear Dan:

I want to take just a moment of your time to extend my sincerest gratitude for the training I received at your latest seminar.

Having been a sales professional for nearly 30 years, I was a little skeptical the first evening that I attended your course, within a few minutes you succeeded in having my full attention, that following week I closed 2 extra deals as a direct result of what I learned from you that week. (And actually paid my full tuition as a result of those 2 sales)

In the weeks that followed you helped me retool my entire presentation, I feel unstoppable. I increased my close ratio by 12 percent last month, and that equals Money! A big difference in my bottom line.

Thanks Dan! I recommend your training to everyone I know without the slightest reservation.

Sincerely,

A handwritten signature in black ink, appearing to read "J. Renfro", written over a white background.

James L. Renfro
Territory Manager

The logo for Elegant UPGRADES features the word "Elegant" in a large, elegant, cursive font. Below it, the word "UPGRADES" is written in a smaller, bold, sans-serif font.