

February 9, 2005

Mary Ross
CMI Speakers
116 Parkview Way
Calgary, Canada, AB T2J 4M8

Dear Mary,

As Managing Partner for Q – We Get It, LLC, a Nashville based live event production company, I am pleased to report that the recent Sherwin-Williams National Sales Meeting was significantly enhanced by the performance and message of Vince Poscente. Having been the driving force to encourage our client to consider Vince for this event I was somewhat apprehensive about the final outcome. I had never experienced Vince's message other than on video tape so in honestly there was some underlying anxiety.

Vince expertly handled the client interview weeks prior to the event, collected pertinent information and provided the President with a high degree of confidence that he would deliver. At the event – Vince arrived with a high degree of energy and attitude of complete cooperation as he worked through the logistics of the pre-production process. And when it came time to present, Vince was clearly in his element targeting his audience with his challenging message while tying in facts, figures and key points gleaned from the client phone interview.

Personally I was surprised at Vince's ability to gain and maintain the attention of the entire audience throughout his presentation. I was concerned that a predominantly male dominated group would not engage in Vince's audience participation techniques – but my concerns were completely misplaced.

All in all, as my client stated, we could not have found a better fit for our event. My reputation as producer was enhanced for bringing Vince to the table from a production perspective Vince was a true professional and a delight to produce.

As a final note, the Senior Vice President for a very large food service management company was in attendance as my guest. He took many notes during Vince's presentation and has every intention to hire Vince at some future time based on his experience.

I salute Vince for a job done with excellence!

Cordially,



Stephen Isbell
Partner, Managing Director

events

created

managed

produced

