

To Whom It May Concern:

I am pleased to write this letter on behalf of Bob Goodson who, from April 2005 to November 2006, was my direct supervisor when he worked as Associate Director of Sales.

I found Bob's management style to be straightforward and fair, and his expectations were always clearly communicated and well-defined. He is the kind of leader whose actions speak volumes about his commitment to the success of his team. When Bob would spend a day in the field with me, I felt he was not there simply to observe, but to teach and to lead by example. In fact, Bob consistently seized upon opportunities to model good selling, and to help move market share in my territory. And while his willingness to roll up his sleeves and help to get the job done was motivating, Bob successfully managed to encourage me to work as independently as possible.

Bob's interpersonal skills and personal style make him well-suited to sales, and especially well-suited to management. A talented mentor and coach, Bob provided me with guidance and critical feedback that significantly fostered my own professional development. He helped me to hone my selling skills and business acumen, and his own comfort and expertise within the consultative selling process reliably served as a model for success.

In my current role I feel strongly that my sales career continues to be built upon a well-laid foundation, and I am thankful for the experience of working under Bob Goodson's supervision.

Sincerely,

Seth Hildebrant