



May 30, 2013

Dear Karl,

I wanted again to thank you so very much for your amazing presentation at our “kick off” meeting this year. We have hired many celebrity speakers in the past and I cannot recall anyone better than yourself on stage. We have received tons of positive feedback from our sales team about your approach and delivery. I wanted to highlight many of my observations of your fantastic presentation.

Before the Presentation: We were very impressed from day one at how easy and approachable you were in dealing with us. We were delighted at the time you spent with us listening to our needs and building a personal relationship with our team. We enjoyed how you did not push your agenda or books on us but let us know what was available to us. (and we bought all of it and it was a great investment) You answered the phone! And returned emails effectively!

Day of the Presentation: You offered to come early and get a “feel for what we do” and meet our people before your presentation. You ate lunch with our folks and engaged them in a very approachable way. You listened and got to know your audience ahead of time

The Presentation: You delivered it as if you had worked for our company and was a team member of our company. Your message was custom to our business due to your time put in beforehand. You were believable and real! It really hit a home run with the group. Yes you are a former NFL star, but you did not “act like it”, you were very humble and honest, that wins every time! You allowed time for questions and stayed long after you were required to make sure everyone got to ask or seek a question and or autograph.

Follow up: You did! You wanted feedback and I feel are always there if we need something. I hope we can help you in any way, as you made a great impact on our sales meeting and we would do it again in a heartbeat! In fact, at many of our team meetings, you have raised the bar of our expectations of what we look for in a leadership speaker. Your core values and themes you discuss are relevant and impactful to any company.

In conclusion: If I can ever help you in your speaking engagements let me know. Please send this to anyone you wish and consider it a strong endorsement and or referral for your services. We hope to work with you in the future with our Operations Team as your presentation is solid for any department in a company and not just a sales meeting.

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