

January 1, 2008

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Subject: Note of Appreciation

Gentlemen,

Congratulations on your exceptional growth and business success. Your results are a tribute to the significant revenue-producing value Peak Performance Management delivers to the clients it serves. As an active PPM client for the past five years, my close observations and first-hand experience will attest to the many factors that set PPM apart from traditional sales trainers and consultants.

Along with so many of your clients, I feel a great sense of loyalty, passion and purpose in your programs designed to continually reinforce best practices in sales and sales management disciplines.

It is my good fortune to have experimented with many different sales training programs and consulting organization over my 15 years in business. This perspective serves me well in being able to state that Peak Performance Management, and its refined staff of dynamic, insightful and assertive leaders, is the best available resource to guide any-size business to outstanding sales performance. What you offer is truly life-changing!

And it is deeply comforting to learn that the Sandler Sales Institute has likewise distinguished PPM nationally for its exceptional growth and unmatched franchise leadership.

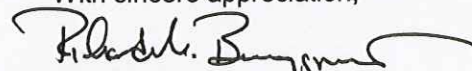
Before finding PPM, I would attend many traditional Rah-Rah sales seminars that would get me all fired up, just to have the enthusiasm fizzle shortly thereafter when I would realize that procedural substance of the event was lacking. I was always left with difficult questions, not answers. Isn't there a sales formula or process I can follow? What is a successful selling *system*? How do I institutionalize a successful selling system into *my* business? PPM answered those questions and many more.

It is often suggested that picking a time-tested and versatile sales system is less important than following the one you pick. And, although I agree with that statement, I might take it a step further and say that picking the right coaching organization to keep you on track is critical to process accountability, achievement of higher performance standards, and to avoid returning to the old bad habits that will dramatically subvert your potential.

For me, the decision to choose Peak Performance Management pays significant and recurring dividends. PPM has consistently demonstrated a sales process to follow and a professional team to coach and mentor in its thorough adoption. I'd firmly recommend every selling organization engage with Peak Performance Management.

As our two organizations have grown side-by-side over the years, I've gained great respect and admiration for your staff and the skills you openly share with the region's most aspiring sales professionals. I wish you much continued success in this New Year and those that follow.

With sincere appreciation,



Richard M. Brueggman  
Founder, CEO and President