

F R O S T & S U L L I V A N

November 9, 2007

Mr. Richard J. Lucia

Dear Mr. Lucia:

I am writing to express my thanks for your insight in sales leadership and your ability to educate sales professionals while delivering your message in the most entertaining manner I have ever had the opportunity to observe. I have seen a number of motivational speaker discuss a variety of topic over my career but I have never seen anyone that approached your ability to command an audience, educate them on important sales strategy and entertain at the same time. A number of speakers I have seen discuss how to address sales challenges such as handling objections, or effective cold calling. Your insight into understanding the structure of the sales process and avoid situations such as handling objections before they arise was extremely insightful and highly effective.

Our company has a list of highly skilled professionals that we feel offer substantial value to our clients through a program we call the Thought Leadership Program as part of Career Best Practices offering. Thought leaders have to not only be expert thinkers with keen insight in their give areas, the must have the ability to present information in a way that is highly entertaining and motivational. I would like to invite you to be Thought Leader for in the Sales Optimization area that can provide substantial value to our clients.

Sincerely,



William A. Archer
Vice President, Global Marketing
Frost & Sullivan Corporation