



KONICA MINOLTA

December 15, 2004

To Whom It May Concern,

I have known Peter Burke since 1977.

In addition to being a sales leader in our industry, Peter's seminars on sales skills helped me personally to be more productive and successful.

The skills Peter taught are in use here to this day. These same skills help lift our total sales. In particular his training on prospecting is successfully followed to the letter by our whole sales team.

Peter's soon to be released book is a "Must Read" and should be the bible on prospecting for all sales groups who, like ourselves, need to continuously expand our businesses by gaining new customers.

If you need any additional information, please do not hesitate to contact the undersigned.

Yours truly

Michel St-Yves
Regional Manager