



October 25, 2004

Janetta Ross  
Simplesoft Solutions  
10851 Yankee Street  
Dayton, OH 45458

Dear Janetta:

I wanted to take a minute to thank you for the training that you provided to my team here at Ladd Industries. I was thrilled to find out that your Dayton Chamber session "Effective Telephone Communications" was scheduled during National Customer Service Week. My team has always been committed to providing great customer service and Ladd has empowered them to do the right thing on behalf of the customer. **However, my group came back energized and more focused on the customer's point of view than ever before.**

When I asked them verbally and randomly about their rating of your course, on a scale of 1-10, the lowest rating I got from anyone was a 9. I think that alone speaks volumes about how much application and motivation they received from the training.

- They realized they needed to sharpen even the smallest things like transfers and putting customers on hold.
- They loved the discussion about different personality types and the application you made on how to communicate better with each group. The small changes that we each have to make to see things from someone else's point of view.
- They also saw an angry or upset caller from a new angle and learned to deal with the emotion before fixing the problem.

**I would recommend your training to any team of professionals, in any industry, who want to better their communications with clients.** Customer service is definitely a group that can use it, but also sales teams, and even internal support staff. *I think you helped them "Walk a mile in their customer's shoes".* Thanks again for your energy and dedication to improving our client relationships through training.

Grace Christiansen  
Customer Support Manager  
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