

McGOHAN BRABENDER
Employee Benefits Brokerage & Consulting Services

November 12, 2004

Mr. Donald Menrisky
President
Simplesoft Solutions
10851 Yankee Street
Dayton, OH 45458

Dear Don:

I know how valuable feedback can be, so I decided to take the time to tell you how much I thought of the training that Simplesoft Solutions recently delivered at McGohan Brabender. We are so busy, so when the word came that we would be attending a course called "Professional Customer Service", I couldn't imagine that the value of this course would justify my time and many of my team members time. I stand corrected in my thinking. I believe that the time out to reflect on the customer's perspective and my specific behavior, as it relates to all aspects of serving and connecting with clients, will have an impact that far exceeds the time away from my job responsibilities for two afternoons.

Janetta did an excellent job of making us stop and think about what the client might be going through on the other end of the line by putting a story (a face) to the client as we conducted exercises. We can get so wrapped up in our own world and our perspective of the insurance market that we fail to realize how our customers view us and our industry. We must work harder to see things from their point of view. I also believe understanding the differences in communication styles helps us know what is important as we work with small businesses to meet their insurance needs. Everyone is concerned about different issues and for different reasons but by taking the time to listen and see things through their eyes we can better meet their needs.

Again, I am pleased that we have chosen to join forces with Simplesoft Solutions to improve our customer relationships, not only with the recent customer service training, but as we look forward to the SalesLogix training project.

Sincerely,



Carol Wooldridge
Manager Small Business Team & Training
McGohan Brabender