

# **Bartels Equipment, L.L.C.**

**We Buy, Sell, & Broker New and Used Construction Equipment**

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Fred Firestone  
Ethical Selling Institute  
7710 Carondelet Avenue  
Suite 109  
St. Louis, MO 63105

Dear Fred,

I just wanted to drop a note to thank you for all you have done for my company. We have incorporated many of your suggestions from your "How To Pull Ahead of the Competition" workshops into our sales and marketing program, and have had GREAT SUCCESS!

It's hard to put a quantitative measurement on the impact that you and your program have made to our financial bottom line, but I can clearly say that you have had a positive impact on each and every sale that I have made, and have improved the way that I approach each and every sale since attending your sessions.

The thing that has impressed me most about your approach is the follow up to the workshops. Everytime I have spoken with you, you have left me with something to think about that I can implement into my business for continued success.

You truly have become a "trusted consultant."

Thanks For Everything,  
Ken Bartels  
Bartels Equipment, L.L.C.