



July 29, 2013

Dear Ty,

We're always looking for ways to help our sales team have more effective conversations with clients and prospects; and ultimately accelerate the sales cycle. You've provided us the storytelling tools for more interesting and engaging conversations.

As you know, Interstate helps companies' recovery quickly after a disaster. If you haven't been through a disaster, it's not always easy to understand how a disaster can impact your business. But through stories, we're better able to explain how we can help.

You've provided an easy framework for the team to understand the concepts and begin implementing them immediately. And the fun part about learning was watching you use storytelling to teach us the concepts.

You've given the team real tools for telling the best story for our audience. Our team walked away from the session motivated and determined to change how they approach conversations moving forward. We're looking forward to applying the concepts in our day-to-day conversations.

Thank you for a great training session!

Regards,

A handwritten signature in black ink that reads "Holly Boyer". The signature is fluid and cursive, with the first name "Holly" and last name "Boyer" clearly distinguishable.

Holly Boyer  
National Marketing Manager