



August 27, 2013

Dear Ty,

I wanted to take a moment to thank you for the outstanding presentation and training you presented this month to our National Sales Team. Each member of the Sales Team was given your book *The Power of Storytelling* a few weeks before the presentation which ignited a certain level of enthusiasm when looking forward to the training. *The Power of Storytelling* is a captivating book and is filled with tools that my sales team has now put into action.

From the moment you began to speak you captivated our team in a way I have rarely seen. Your grasp of building relationships and engaging the customer through storytelling is second to none, and it is obvious that you are an expert in your field. Your concepts are easy to understand and were presented in such a way that we are already putting them to good use in the field.

The feedback from each attendee has been incredibly positive and each person came away with a new, powerful set of tools that will help them in a variety of business and personal situations. We truly came away from this training with a complete understanding of how to put your concepts to work and are already seeing benefits.

Ty, you are truly a master of storytelling and we are lucky to have had the privilege of seeing you in action. Any organization looking to build relationships and to better engage their clients would definitely benefit from your training. Your training has truly made a positive difference in the way we communicate with and influence our business partners. Please consider me a reference for any company considering your training.

Thank you again for teaching us *The Power of Storytelling*.

Sincerely,

David Norton
Assistant Vice President, National Sales