

Mr. Paul Johnson
Panache and Systems
149 Azalea Chase Drive
Suwanee, GA 30024

Dear Paul,

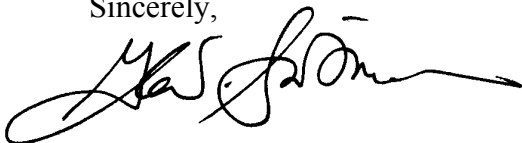
Thank you for bringing the structure we needed to our selling organization. Our lack of process was costing us many lost opportunities. I was concerned about our sales effectiveness. We had an enthusiastic sales force with good sales tools, but our sales team didn't have a consistent way of applying these tools. Consequently, our performance was weak.

The primary objective of Panache and Systems for Green Light Advantage was to identify our weaknesses and establish a framework for sales success. I am pleased to report that this objective was met when you delivered the Sales Communication Map tailored to our buyer's process. You showed us that we had our processes completely out of order. We had been attempting to get demo software into the prospects' servers at our initial contact, which was a distraction to the prospect, slowing down the process and wasting our resources. Through your Sales Communications approach, we now better understand the buyer, the timing of the buying process and what compels purchasing decisions.

Additionally, you provided us with several important bonuses. Your "elevator statement" has become a mantra for our sales team. It created an instant response when it was used at trade shows and with one very large prospect when actually used in an elevator. Plus, you provided us with several important recruiting ideas and got us thinking about who we are and what we want to do. I am pleased with the mission statement that you helped us craft. These bonuses were a result of your taking a sincere interest in Green Light Advantage.

We'll be calling on you soon to help us extend our selling proficiency.

Sincerely,



Glen W. Smotherman
Chairman