



25 January 2008

Subject: Letter of Recommendation

To Whom It May Concern:

I am the worldwide Director of Contracts and Pricing for Rockwell Automation, a \$5 billion industrial automation control and information solutions provider to the manufacturing sector. Having identified negotiation as a key sales competency within the company, we set out to hire a knowledgeable consultant who would work with us to address this gap in skills in a practical manner.

After reviewing several national competitors (Calyptus, Karrass, Wilson Learning, et al.), we settled on Garcia & Associates based upon their proven ability to quickly learn and understand our industry, design a program which fit our particular needs, and their ability to build accurate, customized role-play cases which transferred industry-appropriate knowledge and skills immediately.

In the last two years, we trained over 1,700 sales, project management, and other functional employees with customer-facing responsibility. This training was conducted worldwide and the direct results have been well beyond our expectations. We have documented cases demonstrating cash and revenue pick-up in the millions of dollars as a direct result of the disciplines and behaviors taught and practiced during this training.

Compared to other vendors, the 'per seat' investment required for Garcia & Associates proved to be, and continues to be, by far the best value. Mid-stream, we had the opportunity to compare both the content and pricing that Garcia & Associates offers to a competitor who was already dealing with another business group within our corporation and was eager to capture all of our business. The decision was an easy one.

I would highly recommend Garcia & Associates to anyone who perceives the need to strengthen their negotiation planning, execution, and deal closing activities. If I can be of further assistance, I would welcome further discussions to convey the value that Garcia & Associates has brought to our businesses.

Sincerely,

A handwritten signature in black ink that reads "Timothy S. McCarthy". The signature is fluid and cursive, with a horizontal line drawn under the name.

LISTEN. THINK. SOLVE.