



September 25, 1995

Ed Rigsbee  
P.O. Box 6425  
Westlake Village, CA 91359

Attention: Ed Rigsby

Dear Ed,

I mentioned that I would write to you after we had a chance to implement the things we talked about in our phone skills and telemarketing training session. I took a survey and am enclosing the results for you so you can see what people said.

Overall I was pleased with the seminar. One of the difficult issues is to get information like this to stick after the session. I am thinking about implementing something to help reinforce telephone skills. I may post some interesting things on phone skills in the customer service organization area to give people a chance to reflect on improving telephone etiquette and skills as well as other customer service measures.

Thank you for the session. I found it entertaining and informative. I changed a few things in my own use of the phone which I hope makes me more professional. I don't use the squawk box to answer the phone while I continue to do work. I am more conscious about letting people know how long I will leave them on hold. I felt I was upbeat when I answered the phone before. Now I make sure I answer the phone with a positive attitude. I have also enclosed a copy of a letter of recommendation which you may use in promotions if you wish.

Sincerely,

A handwritten signature in cursive script that reads 'Charles L. Christensen'.

Charles L. Christensen  
General Manager



September 25, 1995

Ed Rigsbee  
P.O. Box 6425  
Westlake Village, CA 91359

Attention: Ed Rigsbee

Dear Ed,

I want to thank you for the seminar you presented to our company a three months ago on telemarketing and phone skills. Your ability to switch between giving data to emphasize points and humor to help remember the message is unique among speakers. This technique apparently works because even months after our seminar, our people have improved their phone etiquette and are more professional in dealing with our customers over the phone.

I would highly recommend Ed Rigsbee as a speaker for anyone considering a seminar in any of Ed's areas of expertise.

Sincerely,

A handwritten signature in cursive script that reads "Charles L. Christensen".

Charles L. Christensen  
General Manager