



North America Region
Heartland Business Unit
Dave Henderson • Area Manager
3468 W 1400 N
Alexandria, IN 46001
(765) 623-3468 Cell

Mr. Derek Daly
Derek Daly Group
18300 Deshane Avenue
Noblesville, IN 46060

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Derek,

I wanted to thank you again for sharing as the keynote speaker at our recent 2012 Sales Kick-off Meeting. For the 300 Sales Reps that were in attendance, your talk was truly a highlight and inspiration, tying clearly into the tone and passion we had for the meeting and our upcoming sales year.

As Area Manager, I greatly appreciated the opportunity we had to visit well before the event, allowing me to share our goals for the meeting and more about our business. It became very evident during that time how the business of successful racing teams aligns very closely with the business of successful sales teams. You certainly brought that out during your talk, a point easily recognized by those in attendance.

Yet what surprised me is that we continue to tie into your talk. Many of the points that you shared continue to be brought out by our team members. Your talk had a very positive impact, during and well after the event.

Thank you for adding much to our meeting and helping to build a passion for a successful year.

Sincerely,

Dave Henderson
Area Manager – Heartland Business Unit