

Bombardier Recreational Products

Friday, April 23, 2004

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Holly Dolezalek
Training Magazine
50 South 9th Street
Minneapolis, MN 55406

Dear Holly,

Our training consultant, Tim Hagen of SaleBuilder Marketing Systems, informed me that he has contacted you about his Progress Management System. The purpose of my letter is to strongly endorse his training system "Progress Management."

We have just completed our latest sales program and our employees have completed the first phase of their self-learning matrix. The results have been outstanding. We have exceeded our sales goal by over 25% in the face of turnover and corporate restructuring. In essence, we are short staffed and we have exceeded expectations by 25%.

This system provides specific techniques that drive performance and allows the employees to administer their own learning. This is a huge load off of any manager's mind. This is not to say that the manager is not involved, rather this system promotes self-learning and progress even when the manager is not physically present. The system literally tracks, with SaleBuilder's software, how much people are learning and where. Meaning, are they addressing their specific skill gaps? This promotes more immediate bottom line results within a shorter period of time.

This training system has been extremely beneficial for our company and I would be delighted to get the word out on this innovative training approach so others can profit. I would welcome a call from you to further discuss how this system has helped promote our company and increase our sales.

Sincerely,

Tom Walley
Sales & Marketing Director
Bombardier Recreational Products