



June 2, 2008

To Whom it May Concern:

Having learned that Sy Mahfuz and Steve Boodakian, under the banner of MERA Consulting, were conducting sales training seminars, there was no one else to consider for conducting this segment at our spring 2008 sales meeting. Their comprehensive approach to the session provided significant insights for both them and our management team; and the information gathered led to both an effective seminar and greater insight into the developmental needs of our sales organization.

After first meeting with me to identify my training objectives, Sy and Steve personalized their presentation for us by requesting input from each of our sales reps, gathering information not only on self-recognized training needs but also on their perception of other issues our company needed to address. This information proved invaluable in both establishing training topics, and understanding and addressing potential 'minefields' that could have derailed the presentation.

The session itself was delivered extremely well, from the appropriate use of slides to the high energy and engaging nature of both Sy and Steve. Given an audience with a broad range of experience (from rookies to veterans), Sy and Steve were able to keep everyone involved and provide meaningful material for all.

The post-seminar review proved to be as valuable as the training itself, as it was in this session that many of the aforementioned insights and realizations came to light. This information is proving to be valuable and actionable for the continuing development of our sales team.

The approach Steve and Sy have to sales training is appropriate for the needs of manufactures, distributors and retailers, regardless of industry. I recommend them very highly.

Sincerely,

Mark DaSilva
Vice President Sales
Merida Meridian, Inc.