

Ing. Zora Vitková, FLMI, PCS
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To whom it may concern:

It is my pleasure to offer a letter of reference for Mr. James M. Heidema and his company Professional Sales Plus, Inc.

I know Jim since 1999 when he has delivered trainings for our managers, top producers and trainings. Since then we have utilized Jim's professional services for number of occasions. He has trained our field managers and agents as well as brokerage partners. He has also delivered a presentation on our Sales conference Vienna for 450 best agents and managers of our Subregion.

Each of his trainings is delivered on a highly professional level. Not only that Jim is always perfectly prepared and very flexible on reacting on any issue which may arise from the audience. Jim is an expert on the field of the Life Insurance sale as well as the field management. The tools, processes and systems he presents in his trainings do work in the field. Also he has a great presentation skills, his trainings are full of new ideas, spiced by real life examples and stories. He expresses the ideas in a very straightforward and understandable way. What our trainees appreciate the most thou are the exact wordings and sentences he is giving them. Apart from the knowledge and great ideas Jim shares he also is a great motivator. He not only gives people the tools, he touches their hearts. For this Jim is a very special man and a trainer.

With all these qualities Jim belongs to the top trainers we use in our trainings. AMSLICO is the most successful foreign life insurance company in the Slovak market. Our company has one of the best training and education systems for the fieldforce represented by Academy of Insurance. We are happy to use Mr. Jim M. Heidema's professional services to accelerate the great results we achieve on the life insurance market.

Please do not hesitate to contact me for any further information you might need.

Sincerely,

Ing. Zora Vitková, FLMI, PCS
Training Manager
AMSLICO Academy of Insurance

