

To whom it may concern;

Our company--China Life Insurance Company, Ltd. has been working with James M Heidema and Professional Sales Plus, Inc. for the past 7 years. We have found his work to be professional, practical and draw on a huge industry experience.

As the life insurance market in China steadily progress from an emerging phase to a more mature phase over time, our company has realized that learning and taking advantage of the experiences from mature market is essential to the growth of our business. Mr. James M Heidema has provided us a framework for understanding what has happened to mature markets in the live insurance industry around the world and facilitated our preparation for the key factors that drive market change for the future.

James M Heidema also consulted with our senior executives and helped them stay ahead of market change instead of falling behind and then struggling to catch up. His work played an important role in helping my company innovate, restructuring our sales force and expand our market in major cities of China.

We have no hesitancy in recommending James and his company to any company that wishes to professionally develop their salespersons and managers.

Sincerely,

Tian Zeng
Manager, Group Insurance and Pension Department
China Life Insurance Company, Ltd

