

To whom it may concern;

Our company (China Life) has been working with James M Heidema and Professional Sales Plus, Inc. for the past (10) years. We have found his work to be very professional, productive & profitable. Different from others, he delivers the most complicate theory in a quite clear and simple way . He believes that simplicity is the power. I quite agree with him. He is the smartest person I have ever met..His skills in sales , training , execution, problem-solving, ect. impressed us a lot. He enjoys great popularity among the managers and agents.

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

Sincerely,

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