



Titus E.Peride

Brasov, Romania
Colinei str. 4/10, 500084
Mobile: +40 722 500 637
E-mail: titus.peride@gmail.com

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To Whom It May Concern:

It is my pleasure to provide reference examples for Mr. James M. Heidema and Professional Sales Plus Inc. Since I have become acquainted with Mr. James M. Heidema back in 1999 I continue to be impressed with his integrity, business ethic and trustworthiness.

Our company Elias Consulting Group has been working with James M. Heidema and Professional Sales Plus, Inc. for the past 3 years in Romania and it is an honor to know him and work with him. Companies like ING Romania, AVIVA Romania, Fincop Insurance Broker, Guild Insurance Broker and General LMC Insurance Broker have found his work and our collaboration to worth every effort that they've invested.

Mr. James M. Heidema and I have assisted them in professionally and personally develop not only their sales force and managers, but also their top managers. All these companies have increased their volume of sales, quality of management and quality of training.

On a personal note, I have witnessed Mr. James M. Heidema's gifts of mentoring, human touch and kindness towards many of his training participants. He consistently remains a role model for many sales representatives and managers all around the world.

I am fortunate to be partner with Mr. James M. Heidema and Professional Sales Plus Inc. in C-E Europe and we have no hesitancy in recommending James and his company to any company that wishes to professionally develop their salespersons and managers.

Sincerely,

Titus E. Peride, General Manager
Elias Consulting Group