



MDRT

The Premier Association of
Financial Professionals®

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Cristian Magiaru, MDRT- Chair Romania

Pancota, Romania
Dragalina str. # 29, 315600, Arad County
Phone: +40 0740 012 121
E-mail: cristimagiaru@gmail.com

To Whom It May Concern:

Hereby I present my personal reference regarding James M. Heidema, his company Professional Sales Plus Inc. and his work with me and my company, ING Romania.

I met James M. Heidema during one of the 2006 training seminars that he delivered for ING Romania. His advice, expertise and personal attention has helped me both professionally, by dramatically improving my selling skills, and personally, by further working towards becoming a MDRT member.

As a manager with ING Romania and Chair of MDRT Romania I can say that James M. Heidema and Professional Sales Plus Inc. represent one of the best training resources for life insurance companies, due to his seminars and books.

Based on my experience with James M Heidema and Professional Sales Plus, Inc. for the past 3 years, I strongly recommend James and his company to any company that wishes to professionally develop their salespersons and managers.

Sincerely,

Cristian Magiaru,
MDRT- Chair Romania