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To Whom It May Concern

Milestones & Lifestyle Services (Milestones) is a company located in Kingston, Jamaica and we have been working with James M Heidema and Professional Sales Plus, Inc. since 2008.

Prior to Jim's current engagement with Milestones I had the opportunity to work with him during the years 1995 to 2002. At that time I was the Training Manager at Life of Jamaica Limited (now Sagicor Life Insurance Company Ltd.). In this position my responsibility was to find an international training company who could provide training programmes that would assist our Sales Representatives to satisfy the insurance needs of both individual and corporate prospects and clients. We also wanted a training programme that would be presented in an integrated approach, easily understood by the Sales Team and their Sales Managers and that the trainees would implement the learning as quickly as possible. Based on these benchmarks, Mr. James (Jim) Heidema was selected to present the training programmes. I would rank Jim as being at the top in this area and he certainly delivered beyond our expectations.

We have found his work to be authentic and he continues to have a high level of willingness to assist with the desired deliverables. As the Training Manager and now at Milestones I could always call on Jim when things go wrong and he would respond in a timely manner. This is a trait which is most welcoming in a consultant.

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

Sincerely,

Magdalena E. Cooper-de Neuze

Partner, Milestones & Lifestyle Planning Services and Former Training Manager,
Life of Jamaica Limited (now Sagicor Life Insurance Company Ltd.)
Kingston, Jamaica.