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April 1, 2015

To Whom It May Concern,

We have worked with ARIL for the past year and they have made a great impact on me personally, and on the future growth of my company, Proactis Solutions.

We initially hired Ian Ralph as a Sales Coach to conduct a series of workshops. We were impressed with his philosophy and retained him as a Business Consultant to help improve our sales processes, streamline our engagement with new leads and clients, provide advice on how to structure better deals, and close more sales quickly.

Ian has taught me a great deal about establishing a strong belief in our value. This is something I've known – that we're great at what we do – but was often hesitant to speak up and didn't know how to share it with the market.

Through numerous sessions, conversations, and joint sales calls, Ian's intelligence, perceptiveness, sales experience, and positive attitude have made a difference in how we view sales and how we position our company's unique strengths.

I once thought of 'Sales' as a dirty word. I can honestly say that it is now my favourite part of the business!

Sincerely,

A handwritten signature in black ink, appearing to read "Chad", with a long, horizontal flourish extending to the right.

**Chad Thomas**

President

Proactis Solutions Inc

[www.proactis.net](http://www.proactis.net)