



MOBILE INSTRUMENT

SERVICE & REPAIR INC.

October 25, 2010

To Whom It May Concern,

I am writing to express my enthusiastic recommendation for Sallie Voyles. Sallie has been our sole corporate trainer for the past decade, has an excellent wealth of knowledge and experience, is dynamic, and successfully imparts her knowledge to our employees and sales representatives on a consistent basis.

When I joined Mobile Instrument in 2008, one of my responsibilities was to take a leadership role within our sales training program and find areas for improvement. Mobile Instrument is a national surgical instrument and equipment repair company, with 170 representatives in 49 states, calling on hospitals and surgery centers. We were the first company of our kind, founded in 1978, and are also the largest. I came to Mobile Instrument with 9 successful, award-winning years of orthopedic implant sales experience. The medical sales industry is demanding and unique, so I took particular interest in how well we would be preparing our sales representatives/technicians for how to promote themselves and their services in such a competitive market.

Much to my delight, I discovered that Sallie more than lived up to the reputation that preceded her. My colleagues spoke highly of her, and after seeing her in action, it was easy to see why. Sallie has developed an in-depth Sales Success Program that thoroughly teaches what makes a successful sales person. Additionally, she bases the program on the student's personal assessment of their own personality type. Once they understand themselves, they can then understand and interact with other personality types. Our representatives regularly comment on how much they learn from her, as well as how helpful her techniques prove to be in the real world. We also utilize Sallie's expertise with our in-house employees for regular corporate training on topics such as email etiquette, telephone technique, employee management techniques, and successful hiring practices, just to name a few.

Perhaps the most powerful testament to our opinion of Sallie was when she was transitioning her business and honored a 1 year non-compete with her previous employer. That employer contacted us to offer the services of one of their other trainers, however, we declined. Our preference was to wait for the year while Sallie's non-compete was in place, and actually suspended a portion of our sales training during that time. As soon as her non-compete expired, we resumed our relationship with her.

Congratulations on having the opportunity to meet and work with Sallie. I trust that you have been able to see in her some of the capabilities that I describe above, but please feel free to contact me with any questions. Sallie is a valued asset to Mobile Instrument, and I am confident that she will have a significant impact within your company.

Sincerely,

Charles M. Reed
Sales/Business Development
charlie.reed@mobileinstrument.com
800-722-3675 Ext. 125
www.mobileinstrument.com

333 Water Avenue ~ Bellefontaine, OH 43311



Phone (937) 592-5025



Toll Free (800) 722-3675



Fax (937) 592-7004



www.mobileinstrument.com

