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June 26, 2006

Michael Schell
President
Thought Leader Publications
1902-808 Nelson Street
Vancouver, BC
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Re: The Buyer-Approved Selling Excellence E-learning Course

In partnership with Thought Leader Publications, Canon U.S.A., Inc. developed an e-learning version of the Buyer-Approved Selling Excellence workshop based on research and content provided by Thought Leader Publications.

Why?

The Imaging Systems Group at Canon U.S.A. has been the number one sales company in our market place for 18 years by providing quality learning and development to the salespeople in our extended sales and distribution channels. When Michael Schell introduced us to the Buyer-Approved Selling material in 2003, we recognized the value of the practical research-based content and provided 4000 sales people with copies of the book. We continue to use this content as it reinforces trust-building behaviors that are essential to quality business relationships.

In addition, the fact that over 200 corporate buyers and decision makers agreed on the content validates the effectiveness of the sales approaches, and the buyers' comments are useful in motivating sales people to take action.

Signed,

A handwritten signature in black ink, appearing to read "Mitch Bardwell", is written over a light blue horizontal line.

Mitch Bardwell,
Director & Assistant General Manager
Sales Training
Imaging Systems Group, Canon USA