Univar
99 Lowson Cr
Winnipeg, MB R3P 0T3
Canada

+1 204 928 7223 **T**
+1 204 489 0881 **F**
www.univar.com

June 13, 15

RE: Solicited Letter of Business Testimony

To Whom It May Concern:

I rarely write testimonials. You are reading this because someone in Doug Martin's Weekly Sales Beast organization is talking to you about their program. As a client, he asked me to write out our experience to share with prospects. I agreed only if it was presented unedited and in its entirety.

As we first learned of the concept on reinforcing selling skills through Martin's story-telling program, the simplicity and benefits were instantly apparent. We enrolled our national sales force within a month. At that moment, I never would have guessed how integral The Weekly Sales Beast would become in our business.

The internal embracement fostered discussions of leveraging this educational oddity to deepen our relationships with our dealer customers. They too had sales forces representing our products and so, working with The Beast, we built a customized Univar branded Weekly Sales Beast program for our top customers.

This was followed by personalized programs for our major accounts and culminated this spring with a fully integrated Weekly Sales Beast program for every Univar dealer and their employees in the nation. Martin's team captured our vision and worked double-time ensuring a seamless execution.

Our people love it, our customers love it, and our customers' people love it. And every week, across the entire span of our business, we reinforce positive sales behavior in an entertaining way, while presenting Univar's brand purpose.

Whether you are considering this just for your sales team or have broader aspirations of its applications, you won't be disappointed. I've yet to see any educational program that will hold the attention of salespeople like The Weekly Sales Beast.

I remain,

Neil Douglas
Vice President, Univar Agriculture