

Mr. Sandy Metcalfe
Director
Business & Training Solutions Ltd.
1A, Woodlands Office Park,
Southern Cross
Bray
Co. Wicklow

29th March 2010.

Dear Sandy,

This is by way of an acknowledgment to you and your colleagues in BTS for the work you did with us during last year around sales process design, sales process training (with our Broker Consultant team), and training our Broker Managers as Sales Coaches.

The approach and methodology used by BTS have definitely had the desired effect in terms of the 'inputs' (what good looks like, and knowing what to work on), which combined with the up-skilling of our sales management team in sales coaching, has given us greatly enhanced 'outputs'.

In addition to the BTS model used, we were particularly impressed with the ability of BTS personnel to quickly get immersed in and gain a full understanding of our business, which is why we have again selected you as partners to work with other teams in our sales and customer support areas this year.

Best wishes

Yours sincerely



Conor Brennan
Director of Broker Distribution