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## MEMORANDUM

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### **SPECIALTY** Endocrinology - Urology

**To:** Barry Banther  
**From:** Gene McDonald

**Gene McDonald**  
Sales Director

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Thanks again for your presentation "Selling in a Matrix Environment" which you made to the ENDO-URO Field Force at our meeting in Orlando on February 6, 2001.

Barry your two hour session was an outstanding success. Ninety-three percent (93%) of the representatives rated your session "Excellent" or "Outstanding". Your message was clearly memorable and your engaging delivery style ensures both audience participation and "buy in" of your message.

Here are some of the verbatims:

- ◆ Excellent – numerous things to think about or improve on in relationships – Highly recommended to continue.
- ◆ Best personality work-up I've ever seen!
- ◆ Excellent presentation. I learned a TON from this presentation. Very useful.
- ◆ HE WAS AWESOME!
- ◆ Outstanding. People sell, Not Scientists!
- ◆ Great Enthusiasm

Barry, thanks again. You enabled us to stress the Pfizer value of PERFORMANCE by developing and enhancing our communication potential in selling situations.

I look forward to future collaboration.

Regards,

Gene McDonald  
National Sales Director

CC: Mick Mosebrook  
John Kamovitch