



Institute of Management Consultants  
National Capital Region Chapter  
[www.imcdc.org](http://www.imcdc.org)

August 14, 2004

Mr. Scott Orbach  
President, EZGSA  
3 Bethesda Metro, Suite M35  
Bethesda, MD 20814

Dear Scott

The Institute of Management Consultants was delighted with your presentation on “How to Effectively Sell Professional Services” to our group on August 13, 2004. Our members are fairly sophisticated consultants to businesses. Most are already experienced in selling and were looking forward to learning something new. This was a tall order, and you did not disappoint. Your presentation and answers to questions provided real insights into the process of selling professional services and the evolution of sales techniques. Your presentation was lively and engaging and, if the difficulty of getting people to go home after a program is an indication of its quality, tonight’s was a good one. Many attendees said it was one of the best sessions of the year. Thanks so much and we hope to keep EZGSA in people’s mind when the need arises for professional sales assistance and services.

Sincerely,

Mark Haas CMC  
VP Member Services, National Capital Region Chapter  
Vice Chair, Institute of Management Consultants USA