



Steve Dorfman, Founder of Driven To Excel, just delivered a four-day training session with my sales staff and I know I speak for everyone here when I say that we were absolutely blown away! Steve has a unique ability to unlock and harness the potential in every single person he interacts with. He's like a world-class archeologist, carefully excavating the hidden treasures lying just below the surface in all of us.

I have never met anyone who could connect with others the way Steve does. It's this awe-inspiring gift that sets him apart from any other sales/leadership coach I've ever worked with. But the best part is that the concepts and philosophies he teaches actually... are you sitting down for this... WORK!

Steve's training had a profound effect on our business. His instruction resulted in a number of tangible benefits - like higher average orders, increased reorder percentages and new training materials for our sales staff... But we also noticed several intangible benefits, like more positive interactions with clients, improved camaraderie amongst employees and better communication between management and the sales team. As I write this it's actually been eight weeks and the impact Steve made here lives on in our company's culture.

His philosophies on relationship-driven sales are what billion dollar businesses are built on. They will be a big part of our company's mantra from now on because they embody everything we aspire to be. But it's not just his knowledge and training curriculum that set Steve apart from the pack...

Steve is a pleasure to work with and always brings exciting new ideas to the table whenever we speak. I can't remember ever hanging up the phone after a conversation with him without learning something new. His integrity, passion and knowledge echo in everything he does. We plan to stay connected with Steve, as we know just how essential he is to the growth of our business and our people.

I understand that we don't know each other, but take my advice: If you have the chance to work with Steve don't just take it... JUMP at it. Because as the rest of the world finds out about him, business are going to be lined up out the door and around the block to beg for a spot on his dance card!

Adam Katzen
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