



REFERENCE LETTER FOR LARRY BANGS

To Whom It May Concern:

I met Larry a few years ago through the Plantscape Industry Alliance. At that time, I was experiencing some real problems with a sales person. It was a difficult situation because I had given her a pretty high guaranteed salary with a “soft” commission structure and she was not being productive.

Larry guided our management team (including the sales person) through a strategic planning process in which we created our Core Purpose and Values along with some strong goals for growth. I was consulting with Larry frequently with regard to the dysfunctional sales situation. Along with the new goals, Larry helped me put together a new agreement with the sales person that clarified what was expected of her. Even though she accepted it, she continued to fight it and not be productive. Larry was very responsive during this period of time (he always got back to me quickly when I called for assistance) and eventually helped me, along with my attorney, come up with a good strategy for letting the individual go. After that, along with some other changes we made in the business, things changed dramatically for the better.

I just spoke with Larry recently about how to structure an agreement with a new sales person I am considering. He did an excellent job for us in the past, and I expect I will continue to call on him from time to time. I would certainly recommend his coaching services without reservation.

Heddy Schulkind Salerno
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