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6/19/2008

Doctor, Doctor, Give me the News!

ASK Products had experienced its ups and downs with industrial reps over the years. ASK had grown one of its markets successfully with reps in the 90's; but, there was never much development after the "low lying fruit" had been plucked. Eventually, the reps fell in terms of our payables ranking, which frustrated the reps, who did even less; and finally we agreed to part ways after some years.

Other reps had come on board with a lot of enthusiasm, only to disappear.

ASK found itself in a situation where it needed to grow and diversify away from its large military segment; and, after two years of unsuccessful and expensive direct sales efforts, ASK was stuck.

Enter Dr. Revenue!

I went to a seminar. My first impression, "Bright guy. Knows his stuff. Maybe reps could be motivated to make it happen for us." My second thought, "Reps are lazy and not worth the trouble."

But, as the seminar continued I began to realize that a big part of the problem was my attitude, which surprised me. What I learned from Dr. Revenue was that Principle- Rep relationships are built upon TRUST and SUPPORT and COMMUNICATIION. Having been divorced once, I realized that good relationships prosper because those three virtues are nurtured. When attitudes go south, so does the cooperation needed to work well together.

Dr. Revenue has an ingenious method of helping a principle understand how to "keep mama happy". As they say, "when mama is happy, everybody is happy". Dr. Revenue helps the principle understand that support in every manner possible, whether it be collateral material, a new website, lead generation, or just paying the commissions promptly: "eliminates excuses by sales people". Hence, if you have given the rep everything, you can expect performance. If you don't get it, you may have the wrong rep.

Dr. Revenue explains that many small companies will have a hard time acquiring much of a rep's time, because the principle's business may not become an adequate percent of the reps commission base. Again, that is why the rep needs to feel extraordinarily support. However, choosing the right rep can be the key to success. Does the rep serve the right market, do they have allied (but not competitive) products that will enable them to trade on already established goodwill. Do they see "pioneering" as the way to assure consistent revenue streams. Dr. Revenue helped us make some sound choices based upon his multiple decades of rep experience.

Finally, Dr. Revenue dispelled us of the notion that "if we do good work: the customers will come." In the pre 9/11 world maybe; but, today with worldwide price competition, good marketers who make it easy for the customer to do business and give the impression of being sophisticated world-class players survive, where "good shops" may fail.

It took a lot of convincing, but we got our head on straight about the "marketing appeal" of our communications.

After a complete remodeling of our website, our optimization and our collateral materials, ASK generated 6 times the internet enquiries (2400 per month versus 400) . ASK's original market plan as generated with Dr. Revenue hoped to double our size in four years. It appears we may be as much as two years early as it now stands.

The "New World" demands a lot from a small manufacturer. We have to go through some extraordinary change to survive. Having John Haskell there to advise, teach, and consult is "just what the Doctor ordered!"

Steven J. Kase

Steven Kase
President
ASK Products, Inc.



251 E. Front Street, Covina, CA 91723

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2/25/08

Dr. Revenue/John Haskell
1700 Mandeville Canyon Road
Los Angeles, CA 90049

Re: Reference for Dr. Revenue/John Haskell

Dear John;

We have worked together for many years. I would like to "officially" thank you for your continuous outstanding support for A-1 Event and Party Rentals.

Your basic knowledge of the Rental Business combined with your deep experience with marketing and sales programs for mid-size and smaller companies has combined to obtain excellent results for us on several occasions.

I always tell you, "Hold our feet to the fire!". And, you always do. I am most appreciative of your consistent willingness to go the extra mile, think of the extra activity, and constantly create new ways for A-1 to prosper.

As we continue our current projects, I want to stop for a minute to tell you how much your work for our company is appreciated. We are delighted to have Dr. Revenue/John Haskell on our A-1 team.

The recent use of your Dr. Revenue "Do-It-Yourself Marketing" seminars as a part of our marketing and promotion programs with our customers have been very successful.

Please tell anyone who wants to know about your work to call me personally.

Sincerely,



Chet Fortney
President



January 2, 2007

Mr. John Haskell
Dr. Revenue
1700 Mandeville Canyon Road
Los Angeles, CA 90049-2526

Dear John,

As we end our first full year of working together, I'd like to thank you for your outstanding work with Tommy Gate.

We held our first Dr. Revenue Marketing and Sales Planning Clinic last December. I for one was quite skeptical about what we would achieve.

During the Clinic I got more and more excited. The draft plan, delivered a few days later pushed my excitement further and helped me see how we could accomplish our ambitious goals.

I was delighted when our team agreed to hire you to lead our implementation process. Our X-com meetings every month and your intense involvement with us throughout the year has resulted in major accomplishments:

- Significant sales increase and substantial improvement in territory management throughout the company.
- Two additional clinics developed focus and included more team members.
- Total redo of our sales literature to make it the best in the industry.
- Total redo and modernization to create our new state of the art industry leading web site.
- Total reorganization of financial management and budgeting for Sales and Marketing--more autonomy for our department.
- Development of a major new distributor marketing and sales program for 2007.
- New training, account planning and measurement program for our sales force.
- New organization of our Marketing Communications functions.
- Implementation of ACT! Tracking systems coupled with your "Call Guide" sales call organization system.

TOMMY GATE COMPANY DIVISION OF WOODBINE MANUFACTURING COMPANY

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E-MAIL info@tommygate.com • WEBSITE <http://www.tommygate.com>

- Highly successful sales meeting with innovative sales training modules to focus and launch powerful 2007 programs.
- Introduction of 2007 program with measurable success in less than 60 days.
- Continuation of your engagement through 2007 to help our X-com team cement the programs and progress we have made.

This is a big list of accomplishments, but it is only a starting point for our company thanks to your well structured, disciplined, and totally focused approach to Marketing and Sales.

As a team we are learning to plan professionally and implement effectively.

I am delighted to be working with you and highly recommend your Dr. Revenue Marketing and Sales Planning Clinic to any mid-size or smaller business that wants to move forward in their market.

Please do not hesitate to ask any potential "patient" to give me a call. I will be very pleased to elaborate on these comments.

Most sincerely,

A handwritten signature in cursive script that reads "Allen R. Birmingham". The signature is written in black ink and has a long, sweeping horizontal line extending to the right.

Allen Birmingham
National Sales Manager



SUNLIGHT FOODS, INC.

3550 N.W. 112TH STREET • MIAMI, FLORIDA 33167 • (305) 688-5400

FAX: 305-688-9903

July 22, 2005

MAILING ADDRESS
P.O. BOX 880870
MIAMI, FLORIDA 33188

TO WHOM IT MAY CONCERN...

On August 5-6, 2004 Sunlight Foods conducted its first Dr Revenue Sales and Marketing Clinic after extensive discussion, conference calls, and reference checking. Five business days after our two days of meetings, John Haskell presented the FIRST DRAFT of our Plan.

The change in Sunlight Foods began immediately. The Plan provided instant focus and demanded consistent implementation.

Subsequent to working with John to finalize the plan, we determined that Sunlight Foods would benefit significantly if we could include John's participation in our day-by-day programs for a period of 12 months. We contracted with John to work with Sunlight Foods for the next year.

All of the results have been excellent. Fast, but very manageable growth and profitability were immediate and direct results of the Dr. Revenue Clinic. The main areas of improvement have been in our marketing, advertising, sales promotion efforts, cash and inventory management as well as sales force and customer service focus.

We have had John's active participation in a wide range of activities outside of the few mentioned above. John is instantly available to us for work on any issue from sales compensation to trade show promotions. We have involved John in almost every area of our business. We find him to be a very trusted advisor whose innovative thinking and stimulating, challenging approach have made a real difference for Sunlight Foods and our executive committee.

We are very pleased to serve as a reference for Dr. Revenue/John Haskell. Please feel free to call me or my brother, Craig Green, to discuss our work with Dr. Revenue and the outstanding results we have obtained.

Thank you for your time and interest,

William Green
VP Sales & Marketing
Sunlight Foods, Inc.
Dg/WNG



October 12, 2005

John Haskell
Dr. Revenue
1700 Mandeville Canyon Road
Los Angeles, CA 90049

Dear John,

I just wanted to take a minute to let you know how much I appreciate the time and effort you have put toward helping our company.

Making correct decisions is vital to our success and your Marketing and Sales Clinic helped point us in the best direction for our company. We are on the way to improving our marketing program now and look forward to working with you again next year to improve our sales program.

Thank you for all your help.

Your friend,

A handwritten signature in black ink that reads "Mark West".

Mark West
President
von West, Inc.
DBA DomeTag Brand Labels



November 25, 1996

John Haskell
Dr. Revenue
1700 Mandeville Canyon Road
Los Angeles, California 90049

Dear Doc:

This past May, you accepted a patient whose prognosis by pundits was viewed as extremely critical if not terminal. Your quick diagnosis was that major surgery was required and if executed properly would restore this patient back to better health than was previously enjoyed. This patient's name is Lykes Meat Group.

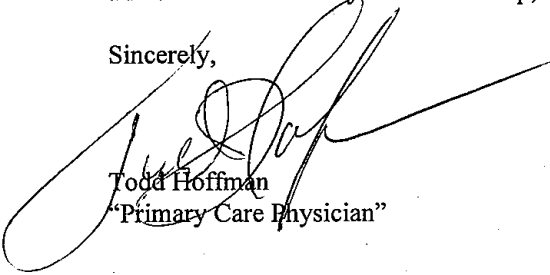
Upon my arrival on June 24th of this year, the patient had just come out of surgery. You and Leigh Killeen orchestrated a major surgical reorganization with the sales force (the first ever). Using your "self-management entrepreneurial" philosophy combined with the focus of creating revenue through a sales force built around key account, in my opinion was "just what the doctor ordered".

Too many business' today lose the true focus of where revenue is created. For lack of a more original line "it's the customer - stupid!" Your bringing to Lykes the philosophy that all focus, thoughts, activities, organizational structures, etc. need to be centered around the customer was on target! For it is they who create the revenue through sales that pays bills and creates profit. Your no-nonsense, keep moving the ball forward approach, attacked this much needed change within Lykes' philosophies, that I have used to guide my career in recent years.

Many consultants today have built their entire career around consulting without truly ever having spent time as a direct employee of a company with daily accountability and responsibility. What has been most refreshing and enjoyable to me is that you bring years of "real experience" to the table making all of us who have had the pleasure of working with you, better managers because of it.

Today, I am happy to report that the outlook for Lykes is as bright as ever. Our sales force has stabilized, our volumes are increasing steadily, week to week and most importantly, our revenue per unit of sales is at levels not seen in years. Your guidance with our marketing plans has received great reception with our customers, and our company morale is better than ever. As the Chief Surgeon, your work was impeccable and on behalf of the Lykes Meat Group, Inc. and all of our employees, our sincere gratitude and thanks.

Sincerely,



Todd Hoffman
"Primary Care Physician"

:bh



October 20, 1993

John S. Haskell
1700 Mandeville Canyon Road
Los Angeles, California 90049

Dear John:

The headline says it all--"Aggressive Marketing Saves Company".

Speaking for myself and my family, I would like to say thank you for getting involved with Artwood Desk Design.

It is clear from the effort you have put forth on behalf of Artwood Desk Design goes beyond just the marketing and sales issues that we had retained you to perform. Your care and concern for other issues, such as our supplies and manufacturing facility, shows me that you are committed to make Artwood a dominating force in the budget office furniture business.

We are looking forward to a continued and mutually profitable association with you, as our part time Vice President of Marketing and Sales. Your input has not only given us added momentum, but has also instilled a positive influence on our sales force.

Your efforts again brought Artwood to the forefront as a result of a feature article in "The Daily News." Although you were not personally named in the article by the reporter who wrote the story, you were that person "behind the scenes" that helped create the scenario.

Again, thank you for helping Artwood get fiscal '93-'94 off to a record start.

Best regards,

ARTWOOD DESK DESIGN



BRUCE A. MOSS
President

BAM:hs

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August 24, 2004

Mr. John S. Haskell
Dr. Revenue
1700 Mandeville Canyon Road
Los Angeles, CA 90049

RE: Dr. Revenue Clinic was Awesome!

Dear John,

I want to personally thank you for all of your help this past summer. With intense growth possibilities in both domestic and international markets, as well as a surge in the competition, the need for a concise sales and marketing plan became evident. We no longer questioned whether we needed one...but rather how we were going to develop one. With strong recommendations from the Idaho Small Business Center, we put our trust in your Dr. Revenue Clinic to help us find a "prescription" for our success.

The 1-day, on-site clinic was intensely focused and helped us to understand our marketing strengths and weakness, as well as to identify future opportunities and possible threats to our markets. You opened our eyes to unseen possibilities and helped us eliminate problems, all the while recognizing the complexities of our particular company and the hitches of our industry.

Your marketing expertise was evident in every aspect of the clinic as well as all of the subsequent follow-up given to us. You were able to focus on our needs, rather than simply pointing out generalities. We also appreciated the no nonsense attitude toward necessary changes, as well as the timely manner in which the sales and marketing plan was delivered. You promised a plan within 5 days...and you delivered! We were able to take the plan and immediately implement many of the strategies and address problems and opportunities with concise, "doable" strategies, which fit our company's goals. Already we are seeing a dynamic impact on our sales and more importantly on our profits! Your clinic helped us find the "prescription" we needed for our success.

Thank you again,

Troy Chipps
Vice President
AMS, Inc.

Hand Sampling

PowerProbe

Well Management

Pest Control

PowerCore



John Haskell,

John, I took some of your classes in Orlando PMA convention through the PPFA, and you gave me some very good ideas and inspiration. We have been in business for a long time (lucky I guess) but it always seems we are flying by the seat of our pants. I am ordering your book along with your other materials to keep the inspiration and enthusiasm rolling. As I digest the material, I hope it would not be an inconvenience for me to write or email you with a few thoughts or questions. Thank you for your time in Orlando and good luck in your business.

Robert Grothues
Art Incorporated
robert@artincorporated.com

enclosed please find a check for \$64.50 and a copy of the order printed off your web site

January 10, 2002



Mr. John S. Haskell/Dr. Revenue
Dr. Revenue Marketing Clinic
1700 Mandeville Canyon Road
Los Angeles, CA 90049

Dear John;

When you spoke to my TEC group, I was impressed with your clear, concise way of addressing marketing and sales issues. We subsequently met with our team. Each of my associates quickly saw the value of conducting a Dr. Revenue Marketing Planning Clinic.

In addition to developing our Marketing and Sales Plan, we asked you to address another high priority issue outside the normal Clinic issues. This activity required extra time and special effort. You not only included this special project in your basic fee. Your expertise combined with your insight provided clear direction, which we are taking.

The Clinic itself was an eye opener. You led 6 of us through 1.5 days with ease and facility. I was delighted. Each hour we moved forward on the critical issues.

Plan Delivery:

As you promised, five business days after our Clinic, you delivered the Draft Marketing and Sales Plan. You walked us through it slowly and deliberately. You have stuck with us to keep us on target.

We have already seen dramatic change in Jordana Cosmetics Company. We are very busy taking action and moving our marketing and sales programs forward. Because we have a complete, written Marketing and Sales Plan we do not have to debate where we are going or how we are getting there. We are able to do more in less time and at lower cost.

From a personal point of view, I have often struggled to hold my associates accountable for performance. Now, because I have Our Plan, I have no difficulty holding all of our feet to the fire.

Jordana Cosmetics is a much better company as a result of the Dr. Revenue Marketing Clinic. I am very confident that we will, by the end of 2002, be a larger and more profitable company.

Thank you for helping us help ourselves by developing our Plan for 2002.

Sincerely,


Ralph Bijou Laurie Minc
CEO President