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## The University of Dayton

April 25, 1994

Dear Sir or Madam:

The purpose of this letter is to recommend Vincent Lombardo (Vince) for a sales position with your company. Vince was enrolled in two classes I taught (Principles of Selling and Sales Management) at the University of Dayton. The reason I am writing this letter is because I believe Vince is a person who has the initiative and ability to be successful in sales.

I was impressed by Vince's performance in both of my classes. In my Principles of Selling class, only four out of thirty students received a letter grade of "A" on their sales presentations (the major project in the class). Of these four students, Vince received the highest grade on the presentation. In my Sales Management class, Vince's group project was written extremely well and exhibited considerable effort on his team's part. His team members rated his performance very high.

Vince possesses the qualifications and skills necessary for success in sales. First, he possesses excellent verbal and written communication skills (including listening and questioning) as shown by his performance in my classes. Especially impressive was the way Vince listened and asked questions during class discussions. He asked intelligent and thought-provoking questions (not just for the sake of asking questions). He made an important contribution to class discussions. Second, he is enthusiastic about a career in sales. Unlike other students with whom I speak, he is well beyond being "interested in sales" and truly enthusiastic about a sales career. Third, Vince has a strong determination to succeed. He has the emotional maturity and confidence in his abilities to be successful.

I hope you give Vince Lombardo serious consideration for a sales position with your company. If given the opportunity, Vince will prove to be a valuable asset to your firm. Please feel free to call me at (513) 229-3744 if you have any questions.

Sincerely,

Jim DeConinck, Ph.D.  
Assistant Professor Marketing