



PwC LLP
333 Market St.
San Francisco CA 94105

Subject: Mike Hourigan, CSP

To Whom It May Concern,

I had the pleasure of working and teaming with Mike in delivering several sessions of PwC's introductory, two-day sales training class. This Course is part of a major firm-wide change initiative to improve the business development skills of our Partners and Staff.

Before he stepped in front of his first PwC class, it was clearly evident to me Mike had wisely invested his time in understanding how our firm operates – he knew our culture as well as the issues unique to our particular business unit. This upfront time investment enabled him to quickly gain the trust of and establish credibility with the participants in the class, all partners or senior-level client service professional staff.

Mike has a very effective delivery style – it's high energy and fast paced, but he does it with a sense of humor which makes it fun and interesting for the participants. He responds well to his audience and is able to interweave personal stories and experiences to bring the material alive. He uses his extensive sales background to great effect, and he makes everyone in the class feel important.

He performed exceptionally well in front of demanding groups of PwC participants, and I would personally recommend him as an outstanding trainer/facilitator.

Sincerely,

Rick Beal
Sales and Business Development Partner
Assurance Business Advisory Service