

P&G professional care

The Southwestern Company
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Shayne,

As we discussed I wanted to send you a letter that expressed my gratitude for my Southwestern experience. I sold books for Southwestern in the summer of 1998 in New York and the summer of 1999 in Florida. I understand that parents may be skeptical of Southwestern if they are not familiar with what this wonderful organization does.

My father was probably one of my manager's most challenging parents. Since my father is in sales himself he understood the challenge that was in front of me. Obviously we finally convinced him or I wouldn't be writing you this letter, and he wouldn't have been hugging my manager on my wedding day as one of my bridesmaids.

I look back now at those two summers as the footsteps that started my career in sales. It is a challenge to try to condense in words how much I took a way from my Southwestern experience. With that being said, the biggest wins that I gained are capabilities I maximize daily. The confidence, experience, and accomplishments that I built within myself have catapulted me to where I am today.

When making the commitment to Southwestern I found myself in the fear of the unknown, but knew that this was an experience I did not want to miss out on. My father made an agreement me with me that if I took advantage of this opportunity that I would not come home until the end of the summer. No exceptions. At the time this increased the butterflies in my stomach, but now I look back and am so glad I was committed to finishing.

I hit the ground running and am happy to say that my first summer I hit many goals I had set for myself. Goals included finding our HQ, gold seal gold, superstar sample case, president's club, and top dealer, finishing the summer at around 2,200 units. My second summer was the "golden summer"! Goal attainment included gold seal gold, superstar sample case, president's club, top dealer, person of the year, and finished the summer at 5,000 units.

I am proud to say that because I decided to start building my sales skills at such a young age, I felt confident to start in the beauty industry on straight commission in downtown Chicago as my first job after graduating college. After one year I was the top female consultant in the company, and held that rank until I left. After three years of working for Beauty Systems Group I moved to P&G Professional Care. I started as a sales consultant in Indianapolis, IN and after 60 days was promoted to the Regional Sales Manager for Indiana and Kentucky. I know that had I not sold books for Southwestern P&G would not have moved me into a management role so quickly at age 26.

Completing my first year in management my region delivered a 221% increase over the previous year. We took the market from \$600,000 to 1.3 million. Again the fundamentals that were taught to me at Southwestern for leading and managing partnered with sales experience helped me lead my team to #1.

After three years in management I was promoted to Key Account Executive. I currently call on our top line business managing our key accounts in the Midwest and East coast. Currently, I am ranked #1 in the US, and expect to finish our fiscal in June at that rank.

The reason I share my results with you is that I continuously attribute my success to working for Southwestern when I was in college. I sincerely hope this letter helps you recruit the next generation of top dealers.

Warm Regards,



Kate Benson