



# DATAMERCIAL

THE CONSUMER INTELLIGENCE COMPANY



June 22, 2006

To whom it may concern (and who is about to change the way they think and work using Dov Gordon),

When comparing where Datamercial was a year ago – when I started working with Dov to where it is now, the effects of Dov's coaching and perseverance are remarkable.

The high point in our work together came this past month when my partner and I realized after 10 months of working on a new venture, that we still didn't reached the results we had expected.

We cancelled our plans to attend yet another trade show and decided to take a step back. It was time to clarify who we are, where are we going and how to get there.

We cancelled our appointments for a week and scheduled a strategic planning retreat instead. We hired Dov Gordon to spend two days with us to work intensely on building our business.

As soon as we signed Dov's contract, we knew we were on the right track. Dov immediately prepared an agenda for the meeting and outlined the objectives and measures that we would focus on. As a preliminary step, Dov emailed us a homework assignment to be completed ahead of the two day meeting.

Dov came highly prepared. He did a fine job keeping our discussions focused and on track. However his key quality was his ability to listen and change course when he realized it was required.

Prior to hiring Dov, we thought that as businessmen with successful businesses we should be able to do this ourselves. When we concluded the retreat and looked back we agreed that had we met alone, we would have accomplished but a fraction of what Dov helped us achieve.

We clarified the direction that Datamercial should take. We now have an operating manual in progress. We identified the issues that may arise and planned for them. We created a communication process between us partners and much more.

I believe that what we did with Dov on those two days was probably the most important and valuable step we took at Datamercial all year.

Sincerely,

Ari Ginsberg  
President