

It's my pleasure to provide this letter of recommendation for James as he seeks employment in software sales with Streambase. As James's sole direct manager at Waretech, I've worked closely with him over the past three years, sharing the same open office space the majority of the time. James showed excellent communication skills and consistently exceeded company quotas. On a personal level, he's charismatic and well-spoken, both qualities that have served him well in his role as software sales professional.

Due to his wife's cross-country transfer, James is seeking employment out west. All of us at Waretech will be sad to see such a valuable employee go, but our loss is truly your gain. Allow me to point out three examples of James's strengths.

First, James brought great value to Waretech by consistently exceeding quotas and selling in the top 15% of his peers. James has an understanding of market trends and instincts for identifying and pursuing qualified leads. Not only does he provide stellar service to existing clients, but he's established a number of new business-to-business and business-to-customer accounts during his time at Waretech. Last fall, for instance, he added Voxacorp to our client list, a huge acquisition, and has been working closely with its IT department ever since. James has the combination of business acumen and communication skills that makes him an outstanding salesperson.

Second, James has a very strong grasp of technology. He knows our software inside and out and helps relay technical information to customers in an accessible way. He explains our products clearly to customers and makes the most of technological avenues to gain new leads and customize his sales pitch to clients. During an early review, I observed him discuss in detail with a prospective client the specific ways that our software could boost the sales of her online bakery. By monitoring clients' presence across our website and blog, he provides each one with personalized service to meet his/her needs. James makes the most of technology to find new prospects, provide modern solutions, and drive results.

Finally, James has proven himself to be a strong cultural fit here at Waretech. He's always ready to lend a helping hand to his teammates and contributes during brainstorming sessions and meetings between the sales and marketing teams. Last month, James co-led an enlightening meeting on content marketing and account management. Outside of official events, James also takes turns leading weekly spin classes at our in-house gym. James is an active member of the Waretech team and supports his colleagues professionally and personally (not to mention athletically!).

In closing, I'd like to restate my strong support for James's application to the role of software sales professional with Streambase. I'm confident that he will surpass your expectations in this new role. James is driven, self-confident, proactively helpful, and smart, and I know he will continue to find success in sales. Please feel free to contact me at (866) 811-5546 or ssaasman@streambase.com with any other questions. Thank you for your time.

Sincerely,

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