

Joe Dokes, CLU

February 7, 2008

To: Robert T. Braggart, FLMI
Regional Sales Vice-President

From: Joe Dokes, CLU, Lowly Agent

RE: Production goals

Dear Bob:

Thank you for the personal and very special letter which I just received in the mail this morning. The graph you enclosed of my individual *“Goal versus Actual Production”* was quite colorful and it now hangs proudly on my refrigerator next to the rainbow unicorn my three year old niece finger painted for me last month. And I particularly liked your closing line *“even though to date I have no tangible proof of your sales abilities, Joe, I know you can do the job for us.”* You certainly have a motivating way about you, Bob, a fact I am quite certain others have brought to your attention on previous occasions.

Anyway, Mr. Braggart, my question is very simply this:

How can I possibly be three hundred percent behind my production goal when we are only one month into the new year?

Sincerely yours,

Joe Dokes, CLU