



Ben Wills
Sr. Loan Officer
Primary Residential Mortgage Inc
Phone: (919) 256-3127
Fax: (919) 845-5156
bwills@primeres.com
<http://www.benjaminwills.com>



May 29, 2009

Dustin Hills
Success Starts Now
2451 Atrium Way
Nashville, TN 37214

Dear Dustin,

I wanted to share with you a great success story I had the other day when I was making a presentation to a top financial advisor in Raleigh.

First of all the only reason I was even making this presentation to this person was because I realized my current business partners were not going to allow me to achieve my new and improved goals for 2009 (first assignment of TPE). This financial advisor is someone I have known for several years but had been unable to get him to refer his clients to me. I scheduled a morning coffee meeting to talk with him again and see if I could get him on board one more time.

Our conversation was going very well and I had used several trial closes (thanks to Gary Micheles - Closing for Champions) to check my progress. As we got to the end of our conversation he asked me who a perfect client would be for my business. Having just completed the first assignment for TPE the answer to this was fresh in my mind and I could tell that my ability to answer this with both confidence and detail made a big impression. But when he asked me what my perfect business partner would be I knew this answer was even more important to him. He wanted to see if I was ready for someone of his caliber and if I could handle a business as big as his. I knew if I didn't answer this well he would recommend someone else for me to do business with and I would be done. I went on to explain in great detail exactly who I was looking to partner with (client base, net worth, years in business, number of agents, ect) because I had just designed my *new and improved* perfect business partner for my *new and improved* year end goals. The smile that came over his face as I described my perfect business partner elicited this simple response "Based on what you have told me our clients match up perfectly and my business fits into your parameters as well. We need to meet again and discuss how we can start working together". For me it took every ounce of energy to remain calm and not jump up and start high fiving everyone in Starbucks.

I have to tell you that I am having a blast utilizing everything I learned at the seminar, on the tapes and in TPE! Thanks for all your help and I can't believe I have come so far so fast. The confidence gained from Gary Michele's daily affirmations, the humor I have learned from Rory Vaden's book and CD and your focus on discipline are taking me on the ride of my life.

Sincerely,

Ben Wills

Ben Wills

701 Exposition Dr. Suite 118
Raleigh, NC 27615