

**PGA TOUR**

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Ponte Vedra Beach, FL 32082  
Office: 904/285-3700



Mr. Bill Garcia  
President  
Garcia & Associates, Inc.  
8376 Glen Highlands Drive  
Indianapolis, Indiana 46236

Dear Bill:

I attended the negotiating seminar you presented here at PGA TOUR Headquarters in Ponte Vedra Beach, FL. I'm writing to let you know that I found the workshop to be both entertaining and informative and to share with you a small success story.

A few months ago I was working to develop a sponsorship proposal for one of our golf events. The proposal was not big in comparison to some of the deals we have put together, but it was a sponsorship that was very important to us and to the overall success of the event. Initially, the package we presented was not compelling to the sponsor and we arrived at several stalemates over the negotiating table. We were in a situation where we had to sell the sponsorship (and probably would have accepted any offer) yet we could not agree on terms.

In a final effort, I put the proposal aside and engaged the prospect in a fact finding discussion. Over the next few conversations I developed a handwritten list of "things that are important to me and things I'm willing to give away" as you refer to in your workshop where I prioritized what was and was not important to me and my guess of the same for the prospect. The exercise of actually writing the list proved to be very beneficial. I was able to identify several additional items that appealed to the prospect and were very easy for us to provide. In the end, we reached an agreement and the dollar figure we ultimately settled on was more than the figure we started with because of the additional items we added from the list I developed. This negotiation alone paid for the cost of your workshop many times over.

We have many opportunities to take advantage of professional development opportunities here at the PGA TOUR. Your negotiating workshop is definitely the most useful of any I have attended. The example above is just one instance where I have employed the tactics you discuss. I hope you have the chance to return to Ponte Vedra as I have recommended your workshop to several colleagues in the marketing department and across the PGA TOUR.

Sincerely,

A handwritten signature in cursive script that reads "Phil Reich".

Phil Reich  
Director of Marketing