



To Whom It May Concern,

It is my pleasure to write about my experiences with the First Take for Business team.

My company's success comes down to two factors - if we can sign businesses up to our program and if we can give them such a great experience that they renew.

Training our sales and customer service teams to do their jobs well is one of our primary business priorities and we have tried many different methods and programs over our 12 years in business. While our teams have always walked away with nuggets of information very few traditional training and coaching programs have left them inspired and created sustained change.

The First Take approach is really unique and instead of teaching my team how to "sell" or "solve problems", it instead taught them how to connect with the customers they were serving on a human level. The First Take Method is a philosophy that puts connection and authenticity first - knowing that when people feel heard they want to do business with you.

The combination of group training and one on one coaching has made an impact on our culture as well as the individual performance of our team members.

The fact that you also get to learn from acting techniques and best practices is an added bonus and a lot of fun!

I definitely recommend doing one of their programs and infusing your teams with this way of thinking about sales and service. Please feel free to reach out to me directly at carissa@smallbizsilverlining.com if you have any specific questions or would like additional details.

A handwritten signature in blue ink, consisting of a series of loops and a long horizontal stroke extending to the right.

Carissa Reiniger
Founder & CEO
Silver Lining