

21.10.04

To whom it may concern,

The Magic Sales Academy is the training division of Magic enterprises, a software company operating worldwide. As the company's VP of International Sales I worked with Mr. Nir Ben Lavi of Inovent Applications, Ltd. for over a year.

I first met Mr. Ben Lavi when he was hired in July 2003 to facilitate a multi-national five day workshop that took place in Budapest, Hungary. The workshop was given in English, included participants from Hungary, Britain, the US, Italy, France and several other countries, concentrated on Account Management issues with special emphasis on Interpersonal Communication, Negotiation and Conflict Management.

The success of the workshop led Magic to hire Nir's services, as a facilitator, for the company's Boot Camp that took place in January 2004, and again in July 2004.

The 2004 summer activity was Mr. Ben Lavi's highlight in Magic, since he built from scratch a rolling simulation game called "The Bargain Game". In this game, which also took place in Budapest, Hungary, lasted for five days and which was developed according to my guidance, the participants needed to handle complicated scenarios based on real life cases in which they had to incorporate different skills such as analytic skills, communication, team work, complex negotiations, mediation, objection handling and more. The Bargain Game was an excellent booster for the participants' abilities to better manage their sales opportunities and their customers, competition and partners, in real life. Although the participants came from different countries and different backgrounds -- Hungary, Germany, Poland, France, Spain, UK, Israel and the US -- the game managed to help them in improving their most critical skills.

I found Mr. Ben Lavi to be highly competent as a facilitator, professional, an expert in his fields and more than anything -- inspiring.

Mr. Ben Lavi's work was a true contribution to us.

Ilan Zajonts

V.P. International Sales