

Why our Value-Added Resellers like working with PSS



Bud Cummings, Professional Development Associates
Abilene, Texas

If you are looking for an organization that really walks the talk, providing you and your clients with rock-solid support, imaginative and spot-on marketing material, and ideas and strategies to help you be successful in your business...this is it.

The staff at Performance Support Systems truly believes and acts upon the idea that to be successful in their business depends upon developing the products and implementation processes which will help consultants not just be successful, but thrive. The product 20/20 Insight meets and exceeds expectations as a multi-level feedback acquisition tool which can help you build your business in addition to providing services for your clients.

I have worked with each of the team members at Performance Support Systems for 14 years...or for as long as they have been there, whichever is longest, and they have never disappointed me. When we make successful sales, they are there as cheerleaders; when we lose a sale which had looked good, they share our pain. Even when we have had serious family health issues...they are there to provide the real, solid support that we expect from long-time friends, not our vendors. They have, indeed, become very valued friends who share a common goal of providing world class service to those we serve.

Performance Support Systems is the epitome of the client-centered, high-integrity, high-support company with world class products. You could look for a lifetime and not find its equal.



Elizabeth Fried, Ph.D., N. E. Fried and Associates, Inc.
Carlsbad, California

I've had the pleasure of working with Performance Support Systems for 10 years. I feel like they are my true partners. They offer support, cutting edge marketing materials, and whatever it takes to ensure my business and customers' needs are met. The research and marketing materials I've received recently have allowed me to double my sales, and Meredith (their president) and Denny (their CEO) continue to surprise me with new, innovative ideas and strategies that contribute to my success.

Their support and training team (Paula and Johnny) never disappoint. My clients have repeatedly told me that the tech team has exceeded their expectations; and on the rare occasion when I need technical help, they've resolved my issues quickly.

I am so very proud to be associated with the Performance Support Systems team. They care, they're there when I need them, and they operate with the highest of integrity. They are my vendor of choice when it comes to 360 feedback, and a company comprised of people whose values and ethics are aligned with mine.



Suzie Price, Priceless Professional Development

Marietta, Georgia

My top 10 reasons I am a VAR and why I am spending more and more time building my consulting business around 20/20 Insight and PSS:

10. The survey platform (20/20 insight) is robust, flexible and reliable. I **know** without **any** doubt or hesitation that my clients will be 1,000% happy with the use of the System.
9. I trust the entire PSS team – they operate in joy. They act with integrity, care, professionalism, kindness and are as eager to serve and deliver high value as I am.
8. I make money – the margins, the quarterly bonus opportunities and the ability to create recurring revenue are great! All have added a very nice boost to my bottom line. *(By June 2008, I had exceeded my sales numbers for all of 2007 and it looks like 2008 will net a 50%+ increase over last year – due in part to 20/20 sales.)*
7. Robust marketing collateral make selling so much easier – from my branded Impact video, to the customizable brochures, online demos and links, to 20 complimentary survey licenses to ...oh, the list goes on and on...there are wonderful and plenty of marketing tools and resources.
6. I see PSS support as a true partner. I've called PSS with no advance planning and confidently put them on the speaker phone in my Fortune 100 corporate client's office to discuss questions, ideas and information related to the customer's need. They are truly knowledge partners in the sales process.
5. The prescriptive development tools found in the leadership 360 templates are GREAT. They make leadership coaching and training so much easier and effective.
4. The Train-to-Ingrain tools and resources have given me an edge against almost all training and development competitors – I can show clients that they/we CAN measure Return on Investment on soft skills, behavioral training. The research and marketing materials developed by PSS are leading edge and different and have helped me close numerous deals.
3. I enjoy networking and dialoguing with my 20/20 colleagues – the VAR forum, Meredith's talent and willingness to share and discuss, and my own PSS VAR mastermind connections have helped me brainstorm new ideas, clarify my thinking and are helping me continue to build my business empire!
2. My Survey System sales have led to longer-term relationships with large corporate clients. In addition to making great money on the sale of the System, this tool has helped me deepen relationships and springboard into other development and training areas with clients.
1. I like the people at PSS. They are fun to talk to, they listen and they even implement some of my ideas! They are true partners and are becoming good friends.



Tom Olson, Ph.D., T.L. Olson & Associates, Inc.
Calgary, Alberta, Canada

What can I say about 20/20 Insight and Performance Support Systems? In a nutshell...

Fabulous product!! Fabulous service!! Fabulous people!!

As both a VAR and an end user, I can honestly say that in the twenty-eight years I've been in practice, no product has done more to help me grow my business and reap the concomitant rewards.

As a reseller since 1995, 20/20 Insight's user friendliness, ease of use and after-sales support has enabled me to create the opportunity for clients to buy a product that they can customize to their specific needs, regardless of whether they were considering a simple 360 project or a wide-ranging, complex organizational survey.

From the point of view of an end user, I consistently incorporate 20/20 Insight into my training, 360, coaching and survey initiatives. Unfailingly, my clients are impressed with how quickly the confidentiality/anonymity features allow me to build a high level of trust relative to the 360 or survey process on the part of their employees. To an equal measure, they are "blown away" with the quality of information I gather and the myriad of reporting options that I can use to present it. Using 20/20 Insight, I have conducted projects ranging in size from a single feedback recipient to 2500 feedback recipients.

How has 20/20 Insight impacted my bottom line? Significantly! As a reseller, the high commission enables me to profit from my direct sales. By recruiting other VAR's I have established a passive income stream that certainly enables me to do some things that I might not normally be able to do (think of a month in Maui each year!). And, finally, I have a product that enables me to significantly add service costs as I add value to my clients—truly a great selling feature from a consultant's point of view.

Get involved—you won't regret it.



Bill Ring and Cynthia Watson, Trayner Corporation
Holliston, Massachusetts

We feel privileged to represent PSS as a VAR, and we've been working with them since 1994. Fortunately for us, the value of this long-term relationship has increased each year. They are the epitome of "practice what you preach."

We have had many suppliers over the years, and PSS ranks at the very top in the way they listen to and address our specific needs with understanding and incredible support. We can say without hesitation, they are truly a partner in our business.



Harvey Bennett, 360 is us Ltd
Broadstone, Dorset, United Kingdom

I've been working with PSS as a business partner for the past 7 years. I use the term "partner" because that is how the relationship works: a very collaborative and supportive relationship.

The PSS team has a great skills mix of Organisation Development experts and technical experts who have an in-depth knowledge of the application of survey/feedback techniques, and the capability of turning this knowledge into practical tools which are at the core of my consultancy business. I very much value the constant product development activity. It is clear that PSS listens to the experiences and requests from the VARs in order to make refinements to the software.

The team is responsive to the needs of the VAR group. Technical support is on tap and any (rare) difficulty that may be encountered is dealt with promptly and courteously. The team also is very creative in both product development and in providing quality and very professional marketing materials: videos, webinars, brochures, an impressive website, and so forth. **PSS demonstrates constantly that it is keen to help VARs build successful businesses for mutual benefit.** The provision of sales leads to VARs from potential customers who visit the PSS website is another great benefit for opening up business opportunities.

The increasing popularity amongst employers for using 360° feedback means that the marketplace for such tools could become commoditised. However, 20/20 Insight has been developed by PSS to have a number of unique selling points to distinguish itself from the competition. In particular, its flexibility as a survey tool has allowed me to develop my business along new avenues in organisation development, generating revenues from consultancy activities as well as from software sales.

I look forward to many more years of collaborating with PSS.



Chuck Canfield, Ph.D., The Strategic Processes Group, Inc.
Dallas, Texas

Our company has been a value-added reseller for Performance Support Systems since 1995, and they have always been one of our most valued vendors. As a consultant you are always looking for ways to differentiate yourself from your competition, and 20/20 Insight provides that tangible difference.

We have utilized their multi-rater system to generate new business through the use of assessments; help establish behavioral baselines for our executive coaches, conduct employee satisfaction surveys and recently to address the issue of customer satisfaction. Their technical services are absolutely world class and have always resolved our issues in a very timely and cost efficient manner. Another key benefit is the dedication to helping the value-added resellers achieve success through their assistance with marketing materials, promotions, and audio/visual selling aids.

Performance Support Systems should be a must vendor for any consultant wanting to provide the very best to their customers, find a way to jump start their practice and/or increase their profit margins.



Janyne Peek, Ph.D., Integ2, Inc.
Chicago, Illinois

My association with PSS began over 10 years ago, with a client requesting custom 360 feedback for over 500 managers across 5 states. This was back when email and intranets were a fairly new phenomenon; and when I came across 20/20 Insight, the project went from unimaginable to easily implementable for three reasons: PSS's approach to partnership; sound, user-friendly technology; and amazing customer service/technical support.

Meredith Bell embodies a holistic approach to the publisher-reseller partnership. Her expertise in marketing and her passion for helping my business thrive have been invaluable. Meredith and the PSS team are constantly working on tangible tools that support my process of establishing value-added relationships with customers. They actively seek to understand the role 20/20 Insight plays in my business model, and they extend support – brainstorming, reviewing materials I've prepared, recommending tools, and developing fully customizable resources.

Secondly, the 20/20 Insight technology is robust, user-friendly, and amazingly cost-effective. I received my software on a Saturday, and went through the manual and set up a trial survey which I competently demoed to the customer on Monday, while their IT department attempted to crash it as an – unsuccessful - test! What a fabulous way to initiate a business relationship – both with PSS and the client.

Next, PSS's customer service/technical support is responsive and competent, always with a genuine attitude of helpfulness. To be honest, it is rare that I need the technical support because the software so stable and easy to use. But clients who, for instance, are installing the WebResponse software on their own servers, or installing subsequent upgrades, time and time again, report back enthusiastic support for Johnny, Teller and the entire PSS team.

On a final note, it's also important to mention the many times I use 20/20 Insight to support my own consulting practice. From soliciting customer feedback, to online "virtual" focus groups, to using it as a feedback mechanism within projects, 20/20 has become an integral tool for practicing a culture of feedback within my own practice.



Mel Nelson, Executive Management Systems, Inc.
Fargo, North Dakota

My initial investment for the 20/20 Insight platform was recovered in four months, and it has been a fundamental communications medium to engage my clients ever since. 20/20 Insight is a very valuable and highly versatile communications vehicle. It allows me to probe a leadership team's thinking in-depth without convening a meeting. I can go into more detail, more depth, and use this information to set the stage for a very productive strategy session.

Performance Support Systems has been my partner in my practice of consulting, providing a unique, excellent, and powerful platform to allow me to add value to my work with clients. PSS has always been available when I've needed assistance. Their values match up with mine – honesty, integrity, service, kindness, with smiles. I want partners who shoot straight, who tell the truth, who know what they're talking about, and who are willing to invest in building a solid relationship with me. PSS meets the test in every area.

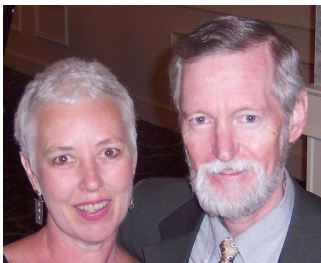


Steve Maloney, SP Maloney Corporation
Burlington, Ontario, Canada

As a consultant with eighteen years experience, I would be remiss if I did not share my very positive relationship that I've enjoyed with Performance Support Systems over the past year. If you're considering a partnership with PSS, then you are in the same place that I was in during the summer of 2007.

I have partnerships with other software suppliers, but I consider this one to be the most valuable. The management and support team is first class and the most responsive of all those that I've worked with.

The software and tool itself will create great value for your organization and more importantly your clients. It really is a "Turnkey Operation" that will generate immediate revenues and profits for those who get involved. I personally like the creativity it gives me when proposing value-added solutions that position my firm at the front of the line with clients while isolating the competition that use inferior tools.



Dennis LaMountain and Camille Harris, LaMountain & Associates
Richmond, Virginia

Having already established ourselves as specialists in 360-degree feedback in the 1980s, LaMountain & Associates was delighted to discover PSS and its new flexible and customizable multi-rater feedback tool, 20/20 Insight, in 1994. 20/20 Insight enabled us to produce not only state-of-the art 360 feedback reports, but also organizational surveys, climate surveys, and pre-and post-training surveys for our clients. This tool proved of such value to our business that we decided to become 20/20 Insight VARs and promote the software to other consultants and businesses.

Now more than a dozen years into our relationship with PSS, its dedicated staff members are like "family" to us. All of the employees are reliable, efficient, extremely responsive to our needs and to the needs of our customers, and very knowledgeable about 20/20 Insight. We are especially grateful to Meredith for the many ways in which she supports us – whether it is emailing just to check in or offering to set up a conference call to review marketing strategies or connecting us with other successful VARs. Meredith is the consummate professional, always friendly and cheering us on toward greater success. At least once each month she sends a new 20/20 Insight marketing video, success story, audio file, or slideshow that VARs can use to help promote 20/20 Insight sales. This really helps us promote and sell the product!

We could not be more pleased with the support we get from the PSS staff and with 20/20 Insight itself! Having considerable experience with joint venturing with other businesses for over 25 years, we are consistently impressed with the level of communication from PSS and its integrity. We highly recommend both PSS and 20/20 Insight to any professional who is interested in using and/or selling one of the best multi-rater feedback software tools on the market.



Brenda Wagenknecht-Ivey, Ph.D., PRAXIS Consulting
Denver, Colorado

There are 2 primary reasons for partnering with the PSS Team: (1) the product – 20/20 Insight– is the best on the market today (in my humble opinion) and (2) the customer service and support provided by the PSS Team are unsurpassed – there is no other service and support like it – anywhere!

I have used numerous other survey platforms and 360-degree feedback surveys, and none of the others are as versatile, customizable, user-friendly, and affordable as 20/20. This software is a must-have “tool” for every consultant’s toolkit if you want to gather vital information/data from your clients and/or employees (e.g., prior to management retreats, to develop leaders, to understand employee opinions, to assess the performance of a team, to identify training needs, to measure improvements in performance, etc.).

Additionally, the PSS Team is all about service and support. It has established a very fair and potentially lucrative incentive system for VARs. PSS team members are very responsive and helpful, and the suggestions and materials they provide are outstanding. In sum, the PSS Team is dedicated to making the product even better, developing a mutual win-win as business partners, and helping VARs succeed. It doesn’t get any better than that!



Jeff Backal, Team Builders Plus
Cherry Hill, New Jersey

Team Builders Plus has been a Performance Support Systems VAR since 1995, and our association with them helped take our business to new levels. Our coaching business took off when we began administering 360, our team development process became much more effective once we started doing team surveys before and following training, and our Organization Development business grew considerably as a result of offering Organization Climate Surveys.

We use the 20/20 Insight software on a daily basis, and over the years PSS has listened to our suggestions for future upgrades and acted upon it. We also have sold many systems to clients with the in-house resources to administer their own 360, and I have to say that it is very nice when you get a phone call from a client that has run out of usage licenses and they say, “Jeff, I need to purchase 100 licenses.” It’s the easiest way to make \$6,000.

Not only is 20/20 Insight is one of the most flexible tools of its kind on the market, the support we get from Meredith and her team is unmatched. They go out of their way to help us satisfy our clients’ needs.



Malcolm Jeffris, Howick Associates
Madison, WI

Like all consultants, we at Howick Associates are always seeking great ideas and platforms to help enhance our clients' long term effectiveness, as well as our own business results. We have developed an optimal partnership with Performance Support Systems in this regard.

We were an "early adopter" of PSS' 20/20 Insight, having signed as a VAR in 1994. We've enjoyed significant success with our clients in the area of 360° feedback and organizational assessment because of our affiliation. In a typical year, 10-20% of our revenue and service is related to feedback and assessment, and 20/20 Insight is a cornerstone in our practice. Clients appreciate the flexibility, ease of use, and value we bring to the assessment process...which we bring because of the partnership and service PSS offers us.

Our assessment practice, revenue, and margins have grown in the last few years in particular, and these are due to the innovation, focus, and marketing support which the PSS team has delivered. The array of materials, web videos, networking, client communication, and thought leadership they offer has been exemplary. The list of supportive tools is too long to mention: demo's, free trials, thought-provoking white papers, well produced videos, e-brochures and a comprehensive website are just a few we access on a regular basis.

Plus, we have expanded our feedback/assessment business by moving from an administrator and consultant offering feedback services, to selling 20/20 Insight software as a cost-effective way for our clients to internalize and build their capacity on offering feedback. That, of course, provides the proverbial "revenue while we sleep" that every consultant covets!

We are proud to work with a couple of national/international suppliers, and PSS stands at the top in all areas. Because they are innovative and proactive, our relationship with PSS spurs us to also stay informed and on the cutting edge, which in the hectic day-to-day life of consulting is a facet easily overlooked.



Barb Ashbaugh, Trade Secrets
Plano, Texas

I have worked with PSS and their product 20/20 Insight for almost 15 years. The relationships I have with their staff and technical support are superior to any I have with other vendors. As a consultant, sometimes I need a fairly quick response to a question and I can always count on them to respond.

The integrity of the company, coupled with the superior product, makes PSS the **best and only source** for multi-rater feedback software.

I have used 20/20 Insight for the following types of surveys: Employee Satisfaction Surveys, Malcolm Baldrige Readiness Surveys, Leadership Team Surveys, Individual Management Feedback Surveys, Needs Analysis Survey, Project Manager Surveys, Facilitator/Trainer Feedback Surveys, and Advanced Surveys comparing one survey to another. You can do virtually any type of survey. I have found if I can dream it, I can create it. This is the beauty of a totally flexible software system.



Andy Clare and Graham Da Costa, Shine

Welwyn, Hertfordshire, United Kingdom

We have worked with PSS for over 10 years and in that time have built up a very strong and trusting relationship – one that we value greatly. Several characteristics differentiate that relationships from others.

Firsly, whilst we may operate quite differently, we have always felt there is a shared set of values between our companies. A strong service ethic, high responsiveness and a real committment to finding mutually beneficial solutions.

Secondly, PSS see our business as their business. They are continually looking to improve the quality and capability of their product so that we can gain new business. They are always on hand to provide valuable sales, marketing and technical advice - much of which has undoubtedly given us the edge over some of our own competitors. In more than one sense, they provide us with the tools to do our job!

Finally, their committment to working in partnership with VARs is demonstrated through the process of continual consultation and involvement. By genuinely seeking the views, opinions and suggestions of VARs, PSS are able to develop feedback solutions that are relevant to needs and that keep pace with changing customer requirements.

We are proud to work with PSS and take great confidence in knowing that they are truly on our side.



Barbara Stennes, Resources Unlimited

Johnston, Iowa

Working with PSS for the last 15 years has been delightful. I have worked with a number of publishers throughout my 30 years of consulting, and PSS is the best of the best at providing marketing support. Meredith works diligently to create new marketing materials and to offer innovative marketing ideas to help grow our business.

PSS makes periodic enhancements to 20/20 Insight software, ensuring the software is even easier to use. I appreciate the spirit of continuous improvement that prevails at PSS. Further, when we have a technical question, PSS always come through by responding quickly to save the day!



Bill Morgan, Sequensant

Orlando, Florida

My experience as a VAR for 20/20 Insight has been nothing short of fabulous. Very thorough process and support systems. The staff is the best asset of the organization.

Everyone at PSS is very helpful and dedicated to the VAR’s success.



Chris Gatti, CRG Associates
Ashland, Massachusetts

We have been working with the team at Performance Support Systems for close to ten years, and it was one of the best business decisions I have made as a small business owner leading a growing training and consulting firm.

Our primary services are the delivery of training and learning experiences for our clients. We support much of what we deliver with assessment services that include: 360 Feedback Assessments and Coaching, Pre- and Post-Training Metrics – Level 3 Evaluation, Organizational Climate Surveys, Employee Opinion Surveys and Needs Assessment Surveys.

As the business grew and we needed a reliable approach to assessment services, a colleague recommended PSS and their award-winning 20/20 Insight product. Having the option of owning the software and acting as our clients' service bureau was a good fit for our team. We have grown our business in this area, and our assessment services now represent approximately 20% of our business. The related leadership, management and supervisory training programs into which we embed the assessment process represent another 45–50 % of our revenue. **A wise investment indeed!**

We love working with the team at PSS, not only because the product is so user-friendly and flexible (which it is!), but also because the technical team is the best in the business. They are extremely supportive, accessible and knowledgeable. We know that our clients will be served well because we have the guarantee of solid service from PSS supporting us every step of the way.

The product itself is outstanding: it is so flexible, easy to use and professional that it can compete with the biggest survey firms in the industry. It is by far the most economical, and that makes a big impact when proposing to potential clients and users. Our clients are very satisfied with the process, online ease and resulting reports that we can offer them using 20/20 Insight.



Mark Spool, Ph.D., Management Development Solutions
West Chester, Pennsylvania

About 10 years ago I joined PSS as a VAR, and not only has PSS played a significant role in my business but they have also become friends.

With many vendors you are just one of many, and the relationship is just a transaction. Not so with PSS. For example, when my wife had surgery, they were in touch with me asking how she was doing. They're interested in you as a person. They also see you as a business partner, but not what I could do for them. Instead, it's what they can do for me.

Since one of my specialties is multi-source feedback (360s and surveys), I rely on 20/20 Insight for a significant portion of my business. With the quality and speed of service, along with business advice PSS provides, I am very fortunate.

Whether you are considering becoming a VAR or just want to purchase and use 20/20 Insight, you will be more than glad you formed a relationship with PSS, one that you can't find anywhere else.



Ed Hubbard, Ph.D., Hubbard & Hubbard, Inc.
Petaluma, California

The 20/20 Insight multi-rater system is outstanding and without a doubt is well worth the investment! I have nothing but praise for the system and the 20/20 support team. It's not only have a world-class product, in addition, the marketing support tools are excellent.

A primary focus of our business is Human and Organizational Performance. One aspect we focus on, for example, is Diversity and Diversity Return on Investment initiatives. We have used the 20/20

system in the following ways with our clients to:

- Conduct Diversity Organizational Climate Surveys
- Gather data for Focus Group Interviews
- Conduct Diversity Needs Assessments
- Analyze Managerial Effectiveness...and much more

The 20/20 system's interface is extremely easy to use, very intuitive, and performs well. You will be hard pressed to find a more economical and affordable product similar to this on the market. We have used the 20/20 system for many years, and it has served as an invaluable tool and product for our organization and our customers. It is by far THE BEST 360 Multi-rater tool on the market! I would recommend this product and the PSS organization without hesitation.



Eduardo Castellanos, Caliper Estrategias Humanas de Mexico
Mexico City, Mexico

In my opinion PSS is quite an excellent vendor to work with due to several facts. First of all, they have a superb product, 20/20 Insight. Second, they are an incredible friendly and efficient team, always available to help you in any subject related to the use of their software. Third, they are always updating and increasing the functionality of the system. And finally, they have very competitive prices.

Among the vast richness of materials available to end users and consultants, one magnificent and helpful tool they provide with the system is "20/20 PowerUser," which will enable a novice to become a master in the use of a 360 tool focused on individual development.

Through our ten-year relationship with PSS, we have gotten from them several very good ideas, either through webinars, newsletters and/or marketing materials, that have resulted in improvements to our selling processes and at the end led us to gain new accounts.

By being able to offer 360 evaluations tailored to our clients' needs, we have been selected among other consultants to carry out very large projects for top multinational companies in Mexico and Central America.



Gary Sapir, Integrated Performance Resources, Inc.
Boca Raton, Florida

I have been associated with PSS for almost 10 years as a VAR, and it has been a most rewarding, profitable and downright enjoyable experience. From the start of my relationship with PSS, I received all the support necessary to hit the ground running in order to provide feedback system sales and services to my clients.

As a former corporate user of 20/20 Insight, I understood the value of the product and soon experienced the value of the friendly, courteous and knowledgeable support received from the PSS staff. They truly are like helpful family members who take a personal interest in helping me to achieve business success and the best results for my clients.

As an Organizational Development consultant, I have been able to capitalize on the flexible nature of the 20/20 Insight software to provide a wide range of feedback services to my clients. From traditional 360^o feedback to organizational surveys and training evaluations, 20/20 Insight is a tool that adds great value to my leadership development, executive coaching, and training and development services. As a client retention strategy, I am able to maintain long-term relationships with those clients who complete annual 360's and culture/climate surveys using 20/20 Insight. Of course, offering these services has enhanced the sale of my related services such as training, coaching, strategic planning, team building, conducting focus groups, etc.

My partnership with PSS has been an integral part of my business success. They support my business not only with timely and helpful technical assistance but also with ongoing sales support and creative ideas for selling both product and services. The people at PSS understand what I do and are always available to brainstorm or provide materials and strategies to open doors or close the sale. I also appreciate that they work exclusively through VARs and do not compete with me for client sales. I look forward to a continued and mutually beneficial relationship with PSS!

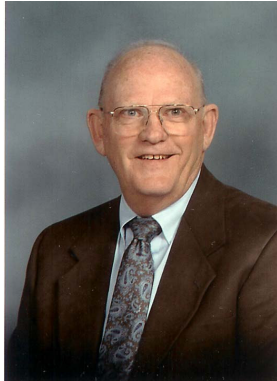


Donna Dickson, Worksmart Learning Systems, Inc.
Rochester, New York

Our HRD consulting organization has been a PSS 20/20 Insight VAR for over 10 years. During this time, we have had numerous opportunities to interact with the PSS team and have found them to be highly responsive, demonstrably competent, and eminently ethical in all their dealings with us.

PSS is obviously very focused and committed to their product, their end-user customers, and the success of their VAR's. At every level, and without exception, they have communicated proactively and well, consistently helping us with sales and support while following up on any issues that may arise.

All in all, we are proud to be associated with PSS, and see them as an extraordinary example of service excellence.



Wayne Reynolds, R&A Training

Leesburg, VA

I have been using 20/20 Insight for many years. My association with PSS started back in the days before they published 20/20 Insight (1994), so my association has been long and an excellent relationship. In my years working with PSS I have ALWAYS found them to be very professional and consistent in their business approach. Trust is always an issue with me, and I have found all the folks can be counted on and the entire organization trustworthy.

Working with PSS when I was just starting with 360 feedback was very rewarding and helpful in my getting over some problem areas I had, not knowing the uses of 360 feedback. I attended their training and on occasion have visited them in their offices. They have always been quick to respond to any request I have had and provided excellent help when starting with a new client.

If I had not had the help when incorporating 360 into my business, I would have lost many new clients by giving incorrect information about 360, and would have turned off many potential clients. Thankfully, PSS guided me through the process and in one case even made a presentation on my behalf.

Tech support is always there to answer your question or guide you through something you may not understand. PSS also provides a lot of marketing support and a whole array of marketing materials. This was extremely helpful when I developed my web site. Many fine articles are also available.

20/20 Insight added a lot to my business and allowed me to expand my resource tool box which also increased my bottom line. I am so thankful that I made that decision to become a VAR. To me, PSS is family and I am proud to be part of that business family.



Karen Geiger, Karen Geiger & Associates, Inc.

Charlotte, North Carolina

My relationship with PSS has been an excellent resource for my consulting practice. Everyone on staff is very responsive and knowledgeable without exception, and ***the product sells itself***. Its promises are always delivered -- in value, price and service.

Meredith and her team are committed to providing high quality service and in addition to responding to us, provide very high quality ideas and resources to pass along to our customers and prospects on a regular basis.

Whether this is a central part of your business or not, ***this is a product worth adding to your toolkit.***

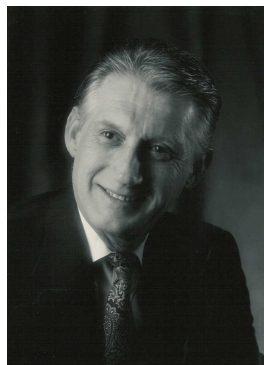


Heather and Joe Lipsey, Leadership Solutions, LLC
Tucson, Arizona

We've been using 20/20 Insight for more than 10 years. 20/20 has proved to be a remarkable survey and assessment tool for our clients. It is highly flexible and we use it for 360s, employee surveys, and customer surveys. It is so customizable that we've been able to utilize it globally in three languages and eight

countries. The team at PSS supports the product with professionalism, and they provide excellent service to us and our clients.

PSS is very responsive to any question we have had and continually improves this flexible and customizable product. Meredith Bell supports our sales efforts with a wide array of comprehensive marketing resources, such as tools, webinars, sample reports, and multi-media presentations for prospective clients. When you have a partner that has a great product with so many potential applications and a superb team that does whatever they can to help you succeed, what more could you ask for?



Bob Mann, ALD, Inc.
Hayden Lake, Idaho

20/20 Insight is the single most important asset in our consulting business.

In 1994 our consulting firm was looking for an assessment platform that was cost-effective and flexible. We wanted the ability to manage the surveys and assessments for our clients as well as the capability to sell the system software to our customers. After much searching, we decided on the 20/20 Insight system from Performance Support Systems. This was one of the best decisions we have ever made with a publisher of products and services for our customers.

It was obvious from our first meeting with PSS they would be an excellent vendor to work with. All PSS personnel were readily available, from the President, customer service, and technical support to assist us with meeting our customers' needs.

PSS provides excellent support materials to assist in sales. They provide a website just for Value-Added Resellers that contain materials of a quality that does not require us to generate our own sales materials. Among our favorites are: audio/visual presentations by the president of PSS on topics that can be passed onto potential clients, a free 30 days trial, frequent multi-media presentations on ideas, suggestions and assistance for marketing.

Being on the PSS VAR team has helped our business in several ways. First, having the 20/20 Insight product has expanded our offerings to our clients. We can offer greatly enhanced service that help our customers manage their business better. The flexibility of 20/20 Insight allows us to either manage the assessment process for the customer or to provide them with the software so they can manage the survey process internally. Having 20/20 Insight has allowed us to be a full-service vendor to our customers by enhancing the feedback mechanisms that provide for the reinforcement of learning, customer satisfaction and internal assessments such as organization climate surveys.



Jeff Anthony, Commonwealth Metrics
Yorktown, Virginia

Having worked closely with the pros at PSS since the 1990's it's hard to think of them as anything but a seamlessly integrated member of my team. They know my business, they understand the client population I serve, and they *never* compete with me for work. As a result, I am completely comfortable discussing technical issues as well as strategies for more fully and effectively serving my clients.

Associating with a world-class firm like PSS adds immeasurable value to both my practice and my customers.



Jim Poole, Lifetime Learning
Berea, Ohio

PSS understands that when their VARs are successful, PSS is successful. Their product and sales training are both designed to help new VARs hit the ground running.

PSS hosts a VAR section on their web site that includes promotional materials, a library of articles, case studies, and other tools to help you educate your prospects in the value of using 20/20 Insight for any feedback project.

PSS is never too busy to personally help you market 20/20 Insight. The company president, Meredith Bell, is always available to answer questions about a specific application. And PSS continually develops new marketing ideas like the 3-minute Impact Movie, using Glance for product demonstrations and Webinars-on-Demand.

Adding 20/20 Insight's capabilities to my services gave me the diagnostic tool I needed to compete with the large consulting firms.



Mary Jo Huard, Southwest Training Institute
Carrollton, Texas

Offering 20/20 Insight has expanded our client services in a direction that was not possible prior to becoming a VAR. 20/20 Insight has provided greater depth and breadth of products and services that I can offer my clients through sales of the software and licenses, follow-on coaching, assessment preparation, etc.

The PSS website is always current and provides a wealth of marketing materials (both written and virtual).

Everyone at PSS is available and always eager to help when I have a question and need a fast (or thorough) answer. They are also very patient and appreciate being of assistance to their VARs.



Phil Eastman II, Leadership Advisors Group
Boise, Idaho

We use 20/20 Insight extensively in our consulting practice and have found it to be invaluable in the creation of leadership competency models and then in the year-after-year measurement of individual leadership proficiency. We also use 20/20 for our High Performance Team assessment. Some of our clients are on their third year in using this model, and being able to measure their progress has solidified their results and allowed them to focus their development. We also use 20/20 measure the success of our various programs.

There are three reasons we use 20/20:

1. It is the most flexible system for tailoring and assessing competencies of any kind.
2. PSS supports and helps us build our business.
3. The technical support (which we don't need often) is fast, friendly and effective.

I can recommend 20/20 and PSS without reservation.



Alice Dendinger, Alice Dendinger Alliance Group
Austin, Texas

I've worked with PSS since 2003 and have used 20/20 Insight extensively in my business. The quality of the software is a direct reflection of the quality of the PSS staff.

Just like the software, the PSS staff is easy to work with and very focused on the needs of the VAR. Each staff member is focused on our needs as a representative of the product. They support us with marketing materials and technical assistance.

But the staff at PSS goes a step farther....they keep abreast of the industry needs and standards. The research and white papers they provide on trends in organizational development, training, and coaching has really made a difference for my clients. It is this information that sets PSS apart as the expert in the survey industry.



George Alwon, Raleigh Consulting Group
Raleigh, North Carolina

Raleigh Consulting Group has used 20/20 Insight extensively since 1994 to garner 360-degree feedback for use in leadership development and executive coaching. Clients love the results that the program delivers and after one trial, almost always return for more projects.

20/20 Insight is a very accessible program that delivers easy to customize reports. PSS' tech support offers consistently friendly and efficient service. They respond quickly to troubleshooting issues and are skilled at providing guidance on the best way to obtain desired results.

Of the vendors we work with, PSS is at the top of the list for quality product, return on investment and high level of customer service.



Rick and Susan Stamm, The TEAM Approach
Lancaster, Pennsylvania

We have been associated with Performance Support Systems since 1995 and the very first version of 20/20 Insight. We have always been impressed with the level of support the publisher has provided to both us and our customers.

Our clients return from administrator training with rave reviews for the personal attention they received as they worked through real feedback projects. They return to work with their first projects ready to go and rarely call for help due to the ease of the system.

20/20 Insight's ability to function in so many ways has been a real asset to our tool box and a great investment for our clients. From team assessments to Level 3 training evaluation, this single tool has increased our ability to serve clients in many applications.



Don Dusenbury, Organization Assessment & Development, Inc.
Bentonville, Virginia

Over the last twenty-five years of improving the workplace with assessment and organization development, we have used scores of instruments. 20/20 Insight has proven itself to be the most versatile and user-friendly of them all.

Whether tailoring a climate survey to a unique workplace or adjusting respondent groups for a multi-faceted job, 20/20 Insight is easy to set up, administer, and report out. Similarly, the service and support rendered by Performance Support Systems to their Value Added Retailers is without par—from marketing to technical support—they make my job easy.



Lee Wolfe, Halogenex
Snellville, Georgia

Halogenex's experience with PSS has been exceptional. They are very helpful with our application needs as well as those of our clients. The opportunity to use the software in creative ways to assist our clients has been very beneficial. The association with PSS has allowed us to further integrate our services and document performance results for our clients. The ability to add these services for our clients has increased our revenue.

Clients who have purchased the 20/20 Insight system have been very pleased with the training and support provided by PSS. Clients have commented that the system is designed so intuitively that it allows them to begin using it on their own almost immediately.



Robert Moran, Moran Consulting, Inc.
Chicago, Illinois

As a VAR and an end user, 20/20 insight and Performance Support Systems have added tremendous value to my firm and the clients we serve. The 20/20 product is a "best in class" tool for many 360° feedback and other survey applications. From the point of training the software to the delivery of customized reporting, they provide outstanding customer service.

During a recent large-scale project, the team at PSS were available to us every step of the way. They provided excellent technical support to our project managers and were able to provide customized solutions to the special needs of our client.

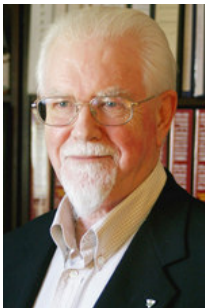
From a marketing support perspective, Meredith has made herself available and been willing to assist with important client demonstrations, which have resulted in closing a sale.

PSS provides very personal service and goes above and beyond to be a great business partner.



Gayle Abbott, Strategic Alignment Partners, Inc.
Vienna, Virginia

20/20 Insight has been a fabulous system for doing organization and 360 surveys. The system is extremely user friendly and intuitive, users have found the final reports to be clear, crisp and easy to read and interpret so they can take action, and the support provided by PSS staff is exceptional.



Bill Blake, Norquest Associates, Inc.
Sarnia, Ontario, Canada

Feedback is an essential ingredient for success whether you are an individual, a team, an organization, or a business. The problem is how to get it effectively, confidentially, and easily. That is the function of PSS!

Why PSS is such a good organization to work with is the flexibility of their materials. From individual feedback, to organizational climate studies, to assessing customer support for your business, 20/20 Insight can provide an effective and easy answer. The surveys are customizable, the library of ready-made items is extensive, and if you want to combine the two, it is so easy.

If you need help, PSS is always there with a wealth of support material, and an understanding voice at the other end of the telephone. Their technical support is certainly one of the best in the business. Probably one of the best support materials is the "Self Development Toolkit" that is available for every person who receives a report. This makes follow-up both easy and productive.

Another resource is Dennis Coates' reference articles. These are a priceless source of technical information that would be very difficult to obtain in any other way!

We have found that working with PSS is a priceless partnership, and a resource that we could not do without.