

BUSINESS
MARKETING

CHAPEL HILL TIRE COMPANY

UNIVERSITY MALL

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CHAPEL HILL, N.C. 27514

Sonny Crews
The Varsity Company
Nashville, Tennessee

Dear Sonny,

I just wanted to write you a short letter, and thank you for all the years you let me participate in The Varsity Company. The 36 weeks that I sold books were substantially more important than the four years that I spent in college.

The most essential thing that I learned the years that I sold books is that you have to communicate well with other people and there is not a profession in the world where this is not a necessity. Also, The Varsity Company teaches the students the importance of setting goals. Sonny, the bottom line is there is no other internship program in the world where these two critical aspects of success are taught.

This year our company will probably do around 2.5 million dollars in business, but without the lessons of consistency, and persistence on the bookfield I do not know where I would be right now.

Thanks Again,
Paul Pons