

November 15, 2024

My name is Aron Quentzel,

I am the owner of **Henry Quentzel Plumbing Supply Co., Inc** located in Brooklyn, NY. We are a family owned company started by my grandfather back in 1941. My father was an engineer who ran the company before me and now it's in my hands to take care of.

One day this guy Bintell Powell knocks on my door and tells me how he's selling books to help people in the neighborhood start their own companies and help kids in schools. I bought his pitch and purchased a copy of his book **THE FORMULA**. Busy as I am I didn't think I would actually have time to read it but I wanted to do the right thing.

A few days later my best sales guy comes into my office and picks up the book. He reads the first chapter and is amazed by it. He was so taken by it he calls Bintell to buy a copy for himself and both his children in college. Knowing how powerful these books are as I had a college friend from Hofstra who read a book called **WHO MOVED MY CHEESE** and told me the book changed his life as he ended up becoming the CEO of a company based in Long Island, I took him serious when he said **THE FORMULA** was a must read. My college friend inspired me to read the same book he did, so when I saw my top sales guy buy it and go on and on about it, I pick up **THE FORMULA** and started reading it and he was right.

It is an easy read with entertaining and relatable stories that as a businessman I can absolutely related to. This book is a must read for anyone who wants to grow their business and as a CEO who is basically a salesman and an engineer like my Dad 24 hours 7 days a week, this book was a refresher to say the least. I see it as a valuable part of any serious business person's library. Don't judge this book by its cartoonish cover. It is defiantly for the big boys & big girls! I am pleased to be able to speak on this book for my new friend Bintell.

Happy Hunting Ladies & Gents..

Aron Quentzel
CEO & President
Henry Quentzel Plumbing Supply Co., Inc
379 Throop Ave.
Brooklyn, NY 11221
718-455-6600
www.quentzel.com