

Date: 1st October 2026

To whom it may concern,

My name is Brendon Gocaj, and I am the owner of Regen Digital, a US based B2B software and website development company serving businesses nationwide. I am writing to recommend Kailan Spall for a sales closing or sales leadership position.

Kailan joined Regen Digital, the trading name of Delaware-based Regen Software, in June 2026. He initially worked as a high-ticket closer before taking on concurrent responsibilities as Closing Team Lead and SDR Team Lead. He remained a key member of our sales team until we dissolved our U.S. operation in October 2026. Coconut Digital, Inc. was his employer during this period.

What distinguished Kailan was his ability to build and improve his own approach rather than simply follow instructions. He developed sales frameworks, wrote and refined scripts, strengthened his objection handling, contributed ideas to improve our sales funnel, and mentored other team members. He took ownership of his development and worked persistently to turn weaknesses into strengths.

Kailan successfully closed deals ranging from \$997 to \$3,497 USD, with typical deal values of \$2,000–\$2,500 USD. Importantly, these results came from cold outbound prospects—not warm inbound enquiries.

Our process involved cold-calling U.S. business owners and transferring them directly into a closing conversation, with no separate qualification stage beyond confirming ownership. The expectation was to qualify the prospect, establish trust, demonstrate value, handle objections and collect payment within a single 30–60-minute call.

Kailan typically handled 30–40 meetings per week, identifying approximately 7–10 viable, qualified opportunities. From these, he generally secured 2–4 deals per week, through signed agreements, full payments, deposits or payment plans. Based on this performance, I estimate his first-call close rate at approximately 30–40% of qualified opportunities, measured by a signed agreement and/or an initial payment. Results varied with lead quality and meeting volume.

This context matters: Kailan was selling to business owners who had not proactively enquired about our services, while carrying the responsibility for both qualification and closing. His performance demonstrated resourcefulness, adaptability and the ability to earn commitment in a demanding sales environment.

I believe Kailan would be particularly effective in a well-structured, warm inbound sales role, where he could spend more time converting genuine buying interest and less time establishing basic fit. He also brings the initiative and mentoring ability to strengthen the team around him, not just contribute individual sales.

I recommend Kailan with confidence. He is a capable closer who prepares thoroughly, takes ownership and continually works to improve. I would encourage any business seeking those qualities to give him serious consideration.

Please contact me directly to discuss his responsibilities, performance or suitability for a role.

Yours sincerely,

A handwritten signature in black ink, appearing to be 'Brendon Gocaj', with a stylized, flowing script.

Brendon Gocaj
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