



Complete Floor Care Solutions  
Equipment • Chemicals • Service • Parts

To Whom It May Concern  
Subject: Frank Wiley and Magnitude Marketing

I've worked with many consultants in my career, but few that are able to combine the theoretical and practical with equal skill. Frank Wiley, the president of Magnitude Marketing, is one of those few. For the past two years, as a consultant to Castle Rock Industries (CRI), he helped us define our overall strategy and value proposition, and then assisted us with the implementation and tactics.

From a strategic standpoint, Frank added to CRI's enterprise value in the following ways:

- Providing an understanding of our vertical markets, and the profitable customer segments within those markets
- Analyzing our product and service portfolio, to create a total package that we called *Complete Floor Care Solutions*
- Creating a value proposition that uniquely positioned our capabilities to address the customers' needs.
- Quantifying those values, in dollars and cents, to demonstrate true bottom-line impact, then testing our assumptions in customer focus groups

Once we had defined and quantified the right value proposition, Frank helped us implement the message tactically by:

- Writing brochures, white papers, ad copy and press releases
- Creating in-depth manuals, videos and training procedures for equipment and services
- Conducting end-user round tables, one of which generated over **\$4 million** in sales
- Developing and implementing customer-centric sales training
- Creating dozens of presentations on all of CRI's product offerings
- Giving speeches on our behalf at trade show and industry meetings

Frank has been very involved with our Corporate Account program, helping us prepare sales proposals and presentations for major bids. Two multi-million dollar accounts, when they awarded us their business, told us that Frank's presentations were the best they had *ever* seen.

Because of Frank's help, CRI's sales in 2003 outpaced the industry by 20%, and in the first half of 2004, we achieved two of the best sales months in our history. I will continue to work with Frank in the future, and can recommend him to any company without reservation.

Sincerely,

**Jim Sherbert**

James L. Sherbert  
Chief Executive Officer

