



Complete Floor Care Solutions
Equipment • Chemicals • Service • Parts

Frank N. Wiley
President
Magnitude Marketing, LLC
36 Kathy Court
Hamilton, OH 45013

Dear Frank,

I wanted to thank you for your efforts in helping us implement a vertical marketing program targeted at retail and building service contractor (BSC) accounts. Your participation from the first internal meetings through the customer roundtable allowed us to capture over **\$4.3 million** in new business.

Our company has traditionally had a strong market presence in the hospitality and healthcare markets, but we wanted to improve our penetration in major retail stores. We started your program in May of last year with an internal “Boot Camp” that included 12 people from our sales and marketing organization. This resulted in developing a value proposition that became a fundamental part of our ‘Complete Floor Care Solutions’ story. Another key learning was identifying that many stores were outsourcing their floor care to BSCs.

In August, you helped facilitate our first ‘National Roundtable for Retail’ that included facilities managers from retail stores and major BSCs. While the overall reaction to the CRI value proposition was favorable, the attendees also showed us where we could refine our message further. This input became the basis for a BSC/Retail “white paper” that you ultimately wrote.

The results for CRI have been outstanding: First, as noted, we’ve generated more than \$4.3 million in sales from the attendees of the first Roundtable, which represents a 20% increase in large account order volume. This equates to nearly a **5000% ROI** from the vertical marketing program and subsequent sales efforts. Virtually all of the BSCs that attended the Roundtable have become strategic partners.

Second: “Complete Floor Care” is now our company’s **core message**, which we use in literature, advertising and marketing, as well as all major retail presentations. It caused Albertsons, the nation’s 3rd largest grocery chain, to completely revise their approach to floor care –a decision that was made by the company’s CEO and Executive Council.



Third, your White Paper was submitted to PRSM (Professional Retail Service Maintenance), a leading industry trade publication and was printed, almost verbatim, as a **six-page feature article**. The timing could not have been better. The article (worth about \$25,000 in free publicity) appeared in the March 2003 issue of PRSM magazine, just prior to the national PRSM trade show in April.

Throughout this year, we've continued to reap additional benefits based on your vertical marketing program. A second BSC/Retail roundtable has added to both our total sales, and the number of corporate accounts we have in this market segment. Our Retail/BSC partners are at the forefront of implementing Complete Floor Care Solutions at their facilities across the country.

Thanks, again, for all of your help in making this possible. We look forward to working with you on other vertical marketing efforts.

Sincerely,

Jim

Jim Lombard
Senior Vice President - Sales

