



The Document People

September 3, 2004

CONVERSION  
STORAGE  
RETRIEVAL

Mr. Steve Farfsing  
VP of Sales, Director of Operations  
Meta Marketing  
7162 Reading Road, Suite 200  
Cincinnati, OH 45237

Steve,

I just wanted to let you know how much I appreciate the work that Meta Marketing is doing for us in lead generation. We are very impressed with the level of information (quality & depth) that is being provided through your efforts.

As you know, for about eight years we were doing our own lead generation internally. I think in the beginning of those eight years, the results were pretty good and then, as the market changed, it had gotten tougher.

When your prospector contacted us regarding developing sales pipeline, we were impressed with your approach, but still felt that we could possibly duplicate your prospecting methods. Which hence brought about the consulting campaign.

Through working with you and your Sales Manager, Mike Riportella on the special consulting project, we were able to discover inefficiencies within our own internal operations that were hindering our ability to maintain a satisfactory sales production level. As a result of this project, we realized that it would be more beneficial to EDCO if we outsourced our prospecting efforts to Meta.

Due to the success of the prospecting campaign that your company is managing for us, Meta has been able to fill a void that I had with lead generation. Our President, Ms. Dona Elkins has been monitoring your success and has been very pleased. Also, through listening to some of the heard messages that your Teleprospectors have had with our potential target contacts, I have been very impressed with the level of professionalism that your callers use when representing our company.

I plan to continue our ongoing business relationship as we grow together.

Sincerely

Dan Stober  
VP of Sales & Marketing

1351 N. BELCREST  
P.O. BOX 7010  
SPRINGFIELD MO  
65801-7010  
417-862-4351  
1-800-999-3456  
1-800-9993551 FAX