

THE ACCENT GROUP



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Dear Ken,

Our second newsletter was so effective, that we won a government job on the strength of the testimonial stories you wrote for us. The newsletter was so powerfully documented, the group in question felt that they had more than enough evidence in the newsletter to proceed with us and signed for an order worth \$160,000 after our first meeting.

Recently we had a call from a government organisation we had never dealt with before. They rang out of the blue because they had to move a team of executives from one site to another in a short time frame.

Based on what they had read in our newsletter, based on our client testimonials alone, they were convinced we were the right firm for them. When I went to see them to go through the order they had our newsletter in their hands and they were happy to run with us based on the strength of what was written in the newsletter. As far as they were concerned, the newsletter presented real evidence that we had the ability to fulfil their requirements.

The testimonials of our customers had not only demonstrated our ability and projects, but had given them the peace of mind to trust us with a significant project and an extremely tight time frame.

All they had was a mud map of the new premises. We installed new ceilings, lined the walls, new kitchen, new floor coverings, new modular partitioning, workstations and the shop front right down to the blinds. Their team moved in within six weeks and now they too are a testimonial waiting to happen in our next newsletter.

Ken, when you first approached me about newsletter marketing, I was sceptical to say the least and decided that I would gain the support of our entire management team before signing with you.

Now that we have published our second newsletter, I have no hesitation in recommending your approach to marketing, as not only have we recovered our investment but your newsletter approach has given us a unique way of positioning ourselves in a highly competitive market.

Thanks for the good work,

Roger Kennard
ACCENT OFFICE INTERIORS

TURN-KEY FITOUT SPECIALISTS
PARTITIONING
SUSPENDED CEILINGS
CORPORATE FURNITURE
WORKSTATIONS
SPECIALIST JOINERY
SEATING
STORAGE SYSTEMS
COMMERCIAL FLOORING
ELECTRICAL & VOICE/DATA
LIGHTING