



# Major Accounts Services

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February 21, 2008

Kevin and Lizbeth Reszel  
Reszel Industries, Incorporated

Dear Kevin and Lizbeth:

I wanted to take this opportunity to express my satisfaction and my great delight with the services that you have provided over the last 18 months. When I was in sales, I would always ask my client's one simple question, "What can ADP do, that will delight you?" and once I had the answer, my staff would work towards that objective. I am proud to say that you are one of those vendors that consistently strive to delight me and my clients.

Your product is unique, and has opened many hard to open doors for our sales staff. We use Yummy Cans on accounts that we are trying to gain access to, but where everything else has failed. The Yummy Cans and the mailers that precede them establish a sense of excitement and curiosity among the people that are receiving them, and when the salesperson phones the following day after the delivery of the final touch, they normally get an appointment.

A recent campaign that we ran in Northern Indiana we spent approximately \$2,500 to contact 70 very difficult to reach prospects. As a result of this campaign using Yummy Cans, we were able close seven deals worth \$ 305,200 in annual revenue and have an additional \$755,000 of annual revenue in the pipeline waiting to be closed. My clients, the Northern Indiana sales staff, were delighted.

I want to thank you for the fantastic follow through that each campaign receives. Each address is checked and confirmed, I am notified after each of the first two pieces are mailed and my salespersons are notified when the last touch is delivered by FEDEX. The salesperson knows exactly when to make the introductory phone call. The fact that we are able to customize the labels on the Yummy Can to include quotes from local regional businesses helps to personalize our story.

Thank you for your continual effort to delight us at ADP

Lee Readenour  
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