



October '07

To whom it may concern,

By personal mentoring and installation of appropriate systems and procedures, Barnhill Marketing has recently helped the entire Clifford Jones Timber Sales Team to operate in a more structured and focused manner.

Carried out as a project specifically identified for the company by a review process, this project has taken several months and has also involved resolution of interdepartmental issues which were impacting negatively on Sales and Marketing. This success has enabled the Sales Department to concentrate more fully on proactive acquisition of New Business and to carry out effectively the vital CRM role with existing customers.

An improvement in morale and motivation has also taken place and its effect is tending to have a positive effect not only on the Sales Department but within the company as a whole.

Nigel Bacon

Sales Director

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