

SMPS

Society for Marketing
Professional Services
St. Louis

Mr. Fred Firestone
President, Ethical Selling Institute
7730 Carondelet, Suite 106
St. Louis, Missouri 63105

Dear Fred:

Please accept this letter as a follow up to the presentation you made for the St. Louis Chapter of the Society for Marketing Professional Services on March 10, 2010. Your topic, **Differentiate or Diminish: Practical Value Added Strategies in the Challenging Economy**, was particularly well received.

The following points you made really hit home with our members (marketers in the AEC [architecture, engineering & construction] industry):

- How delivering your “EthicalFactorSM” (components of which are Trust, Credibility and Partnership) at crucial interactions is a vehicle to drive all three key business development objectives: (1) Retain existing clients and create promoters; (2) Provide more products/services to existing clients; as well as (3) obtain new clients.
- The difference between “Satisfied” and “Completely Satisfied” clients and the financial impact of having the latter.
- Opportunities where delivering the EthicalFactorSM could serve to differentiate:
 - Touch Point Review
 - Introductions
 - In-Person Impression Power
 - Client Commitment: Going Beyond the Tag Line
 - Informal Client Surveys
 - Promoter Acquisition Plans
 - Transferred Trust, and the
 - Ethical Selling System

Your presentation was fast-paced and engaging. Your overall rating as a speaker ranked 4.62 on a five-point scale. The following are some comments received from members:

- “The presenter information was VERY informative”
- “Speaker was very dynamic”

Thank you again for your time and for sharing your expertise.

Sincerely,



Carrie A. Dunn, CPSM
SMPS St. Louis Chapter President

Director of Marketing
Trivers Associates