



To Whom It May Concern:

One of the keys to building a profitable and sustainable business is to constantly mine lists of inactive clients for new orders. This can be a time-consuming process; internal sales staff are already busy with current clients and their orders.

As a business-to-business distributor, Janitors' Warehouse serves the janitorial, carpet and fabric, fire and flood industries with both supplies and expertise. With eight locations throughout British Columbia, and a large equipment service department, our company continues to grow rapidly.

When we contracted Lead Generators International (LGI) to market to our former customers, we asked for the calls to be recorded so we could gauge the interest of those clients. LGI did just that, recording the calls and providing us with indexed audio files. This allowed us to understand the nuances of LGI's conversations with our former customers, and gave us even more information on what those clients wanted.

LGI delivered both a high quality and a great quantity of leads for us. They saved our sales staff countless hours of work by directing us to our most interested former clients. Their recordings were a welcome source of information for our team.

I would strongly recommend LGI to any business-to-business company looking to fill their pipeline with leads from former customers.

Sincerely,

A handwritten signature in black ink, appearing to read "Jeffrey S. Hallat", written in a cursive style.

Jeffrey S. Hallat
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