



Paul Johnson  
Panache and Systems  
149 Azalea Chase Drive  
Suwanee, GA 30024

Dear Paul:

Thank you for your help in launching our new Stellix software offering for collision repair shops. It's been a pleasure working with you on various projects over the last few years. Your efforts and **expertise in technology sales and marketing** have made our team's efforts much more effective.

We were at a loss as to how to approach the market with our new product and I was less than excited about the generic messages that had been suggested. The **tightly-focused sales messages that you created for us** help us to **break through to tough prospects and separate us from our competition**. You produced a **set of excellent marketing materials** that have proven to be **extremely valuable** to our salespeople for delivering our unique message. It's great to finally have consistency all through the sales process. The **presentations, demonstrations, and ROI analysis illustrations** that you created for us are **the best our organization has ever seen**.

Your **presentation skills are outstanding** as evidenced when you **trained our sales force** to sell our software product. Then, when we called on you to **create an animated PowerPoint presentation to use at our major trade show**, you didn't let us down. Your presentation really brought people into our booth and, better yet, kept them there afterward. Many audience members said they were **entertained as well as informed**. The project seemed costly at first, but proved to be **a real bargain when we saw the results** we received.

You've been great at working with our other staff members. Your **ability to get cooperation** and results from our internal staff helps to keep things moving in a positive direction while keeping the total project investment down. We all **appreciate your follow-through**.

I just wanted to let you know about everything you're doing right so that you can do more of it for us! It's been great working with you. I'm looking forward to our next project together!

Sincerely,

Bert van Duinkerken  
IT Services Manager  
Akzo Nobel Coatings Inc.

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Akzo Nobel Coatings Inc.  
5555 Spalding Drive  
Norcross, GA 30092  
Tel (770) 662-8464  
Telefax (770) 662-5936