
Management
Psychology
Group

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

Dear Paul:

Thank you for presenting your *Martial Arts Marketing Materials for More Money* at the recent Southeastern Software Association (SSA) meeting. The presentation was both entertaining and informative. Your expert marketing strategies and tips were clearly explained to our non-marketing audience.

My company consists of six psychologists offering expert psychological assessment of individuals to aid organizations in selecting and developing the essential level of talent required to achieve their goals. While we excel in the quality of service and assessment products we provide, we have been unsure about the best way to market those products and services. Your unique and practical approaches to this problem have helped provide focus and direction about how to handle the first sales/marketing meeting with a prospective client.

The depth of skill and experience you have in this area was evident throughout the presentation. Offering such a well conceived guide of easily implemented techniques rather than the usual vague suggestions was refreshing and made this one of the most valuable meetings I've attended this year. I would recommend your *Martial Arts Marketing* program to any and all who have difficulty with these issues.

Thanks again for an enjoyable meeting and superb presentation!

Sincerely,



William J. Flanagan, PhD