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### Testimonial for Synergy Consulting

There's an old adage: "We know that only 50% of marketing efforts work. We just don't know which 50%."

I would like to recommend a program that challenges that old chestnut. We actually *can* know which 50% works, and therefore how to best market our brand, products and services in a way that has clear and direct impact to our top lines, with the highest return on investment.

Mark Paul and Synergy Consulting have a long history of assisting senior leadership in companies to look at their products and markets in such a way as to understand the impact and influence of that company's goods and services on the marketplace. His methodology helps leadership learn, in an innovative way, what is *really* going on with their customers' fundamental motivation - and how they make purchasing decisions.

Mark assisted us in learning how our customers and potential customers saw our services. Through this process, we also learned the assumptions we made that proved incorrect, the misses and near-misses of our marketing and sales approach, and shone a light on what we needed to do to improve it. The conclusions from Mark's final report clearly and unambiguously revealed the approach we needed to take. What a relief.

In implementing the results from Mark's service, we have already seen an improvement in the responsiveness of the market to our message and our products.

I highly recommend any CEO to consider Synergy Consulting's Customer Attraction program.

*Tracey Snoyer*  
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CEO  
Cascade Alliance