

PORTLAND STATE UNIVERSITY

PORTLAND STATE BUSINESS ACCELERATOR
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August 1, 2005

Mark Paul, Managing Partner
Synergy Consulting Group, LLC
P.O. Box 91507
Portland, OR 97291-0507

Dear Mark:

Thank you for presenting your seminar "Seven Secrets: How to Attract More Customers" at the Portland State Business Accelerator in July. Our company leaders learned valuable insights about how to clarify and focus their marketing strategy so that they could attract more of the *right* customers.

Your interactive style was exactly what we were looking for, and you clearly connected well with the participants. You melded a strategic perspective with pragmatic advice. Your approach was especially appropriate for our company leaders because you did not talk about the "same-old" marketing and sales tactics. Rather, you stressed the need to focus on strategy first and foremost, and from there how to cost-effectively attract the best customers, yielding the highest return on their marketing and sales investments.

Feedback from our clients was very positive. I received the following comments:

- Excellent. Really got me thinking with more specific action.
- It was great.
- Pulled together several good concepts in a well thought-out process
- The process is helpful in the chaotic start-up / growth business
- Do you ever sit on boards of directors for local companies?

I also learned that one of the companies had hired you to help them take their marketing to a more sophisticated level. Thank you for helping us help our clients. I hope we have the opportunity to work with you in the future!

Sincerely,



Carol N. Mason
Director
Portland State Business Accelerator