

23 November, 2005

Richard Dickinson,
Ology Business Adviser,
Linden Lea, Grange Lane,
Gateacre,
Liverpool. L25 5JZ

Dear Richard,

My business was performing at a satisfactory level earning me sufficient income to 'keep me in the manner to which I have become accustomed.'

However, I wanted to achieve so much more. Through your membership of BNI, I decided to gain an independent viewpoint of my current performance and, based on that, to come up with recommendations for the way forward. This involved you initially carrying out a detailed diagnostic.

After having spent ½ a day discussing every aspect of my business, an actionable and timely strategic plan was formulated and presented to me. The plan emphasised the following core aspects of my business:

- Staffing – full-time and casual
- Sales and marketing
- Pricing
- Operations/throughput

As a result of having commissioned Ology to evaluate my business, I have now implemented the following courses of action:

- Recruited an excellent graduate to focus on the operational side of the business
- Recruited 'younger' Market Research Interviewers
- Formulated a contact strategy targeting the Public Sector, resulting in winning business with four councils
- Increased prices yielding a higher profit margin
- More proactive sales strategy

I would have no hesitation recommending Ology to any of my business contacts to help them plan the direction of their businesses.

Yours Faithfully,

DAVID MURRAY
THE MURRAY CONSULTANCY LTD