



Independent  
Marketing, Inc.

January 18, 2005

Independent Marketing  
12222 South 1000 East  
Draper, UT 84020

Dear Sean,

Our company has been looking for a way to boost our sales call productivity, especially for training our new employees. After looking at many different options, we decided Marketel had the best all-around solution. Simple! Affordable! Powerful! Dedicated systems were too expensive and competitor's products just didn't have the features or were way too complicated. Still, we did not want to buy a system that may not provide the results we were looking for – Your rental option was great! We got to try the system out on a month-to-month basis before we had to make a final decision.

Your sales and support staff are very knowledgeable of the product and were able to answer all of my questions in detail with live examples – not just the vague “our system can do that” answers I got from the competition. Out of the box, we were ready to go in under an hour. This system is as close to plug and play as they get in the predictive dialer world.

Our sales staff is more productive and we can see the ROI in our bottom line. Using the system is so easy that even non-technical people can use it with minimal training. As we grow to include more predictive dialing strategies in our company's marketing and sales, the system can easily expand with us to meet and exceed our needs.

Thanks again for all your help. We look forward to a long future utilizing Marketel technology.

C. Scott Kinnersley  
Systems Manager  
Independent Marketing