



Thursday, 19 March 1998

Andrew Carruthers
Line 2 Line Concepts Ltd
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Wellington

To Whom It May Concern:

Reference for Line 2 Line Concepts re telemarketing services

In July 1997 I was recommended to contact Line 2 Line Concepts about an upcoming telephone acquisition campaign by one of our client service managers.

Upon meeting with Line 2 Line Concepts in their Wellington office's I was impressed by the professionalism and positive attitude displayed both by management and the team of telephone sales people.

We engaged their services to provide a team of 20 telephone sales professionals; within ten days they hired and trained that team. From the outset the team achieved great results and a level of professionalism I have never seen in the industry.

After two weeks I requested the team be increased to 28, this was done within a week.

The team contacted by telephone over 50,000 prospective Clear business toll customers over a period of 12 weeks and signed up over 7,000 new clients.

During this campaign we used the services of two other telemarketing organisations and Line 2 Line Concepts proved them selves to be a top overall performer.

It is with great confidence and pride that I'm able to write this reference for a business that deliverer's a professional results based service.

Yours faithfully

John van Dinther
Manager – General Business