

Date : 7 May 2009

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FAO Mr Ian Kinnery

Dear Ian

RE: Business Coaching with SJR Architects & Interior Designers

We would like to take this opportunity to thank you for your excellent service in coaching our business.

When we began the coaching programme in June 2007, we thought that all we needed was a little help with 'marketing'! Little did we know that it would be almost 18 months before we were truly ready to effectively market the business.

However, in the meantime, by following your guidance & advice, together with your genuine interest in advancing our business, we saw a 43% increase in our turnover after the first 12 months of coaching. This we can directly attribute to employing the strategies, systems and procedures which evolved from our weekly coaching sessions.

Without doubt, had we not rationalised our business through your coaching, we would have found the current economic climate far colder than we currently do.

As ever, we shall have no hesitation in recommending you and your company to anyone as and when the opportunity arises.

Yours sincerely

SJR Architects & Interior Designers



D E Johnson BA Hons, ACIOB
Partner