

15<sup>th</sup> November 2017

To whom it may concern

We chose to work with APAC after assessing various potential suppliers, as we felt their approach would best represent our business in terms of professional communication with our prospects. This was particularly in terms of understanding the sales objectives of the campaign and being tenacious as required, whilst remaining sensitive to our prospective clients' desire not to be 'hard sold' to; and speaking as one of our team rather than a generic salesperson. Also, their pricing structure was very clear.

We started working with APAC in April 2017 and this relationship is currently ongoing.

The work has been to help us develop a short pitch and then target prospects from a pre-qualified list, with a view to booking online meetings with prospects and our company directors. The clients we are dealing with in this case are senior level executives in large enterprises and FTSE 100 companies. We had very positive feedback from people who dealt directly with APAC, and they have a good understanding of clients' needs in the technical / communication sector.

I would be very happy to recommend APAC to anyone requiring sales support.

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