



Mr Shaun Thompson
Telemarketing Professionals
Suite 14, 876a Pittwater Road, NSW, 2099
Dee Why, NSW, 2099

January 17, 2013

To Whom IT May Concern,

It is our pleasure to provide Telemarketing Professionals (TP) with a letter of reference.

Noggin Pty Ltd is an IT solutions company specializing in risk and crisis management software. We engaged TP for a three month Lead Generation and Research/Survey campaign based on a personal recommendation.

We found that TP went above and beyond expectations of the normal role of a telephone marketing company in that they worked closely with us to devise a marketing strategy focused on quality qualified lead generation which included guidance and assistance in putting together systems required to run these campaigns on our CRM software from their office. We found this to be a large value assisting our campaign technique and business development quality control.

TP took a great deal of care in ensuring that their call agents were extremely competent in representing our company in a professional manner, in they put together not only a script but also a company brief, a product brief, FAQ as well as how to cover and convert commonly provided objections. Due to TP being a small boutique agency we felt confident knowing that our call agents had a high degree of supervision and one on one coaching.

Both our Lead Generation and the Research/Survey campaign went well impressively generating on average between 3 to 8 qualified leads or completed surveys a day respectively.

In summery we would have no hesitancy in using TP again for future campaigns and would be happy to recommend them other potential clients.

Regards,

A handwritten signature in dark ink, appearing to read "JB Whetham", written over a horizontal line.

James Boddam Whetham
Managing Director
Noggin Pty Ltd