

Standard-Examiner



SERVING THE TOP OF UTAH SINCE 1888

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Doug Nielsen
Doug Nielsen Communications
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Doug:

Thanks to you for the outstanding presentation made at our Annual Advertising Sales Banquet, held Tuesday, February 4.

In past years we have heard from industry and retail experts. This year we opted to go with a stronger customer service/self motivation theme in keeping with corporate goal's structure. Besides, our staff needed a shot in the arm from a long period of fighting the economic downturn.

The result: they haven't stopped talking about it! Your message couldn't have been more on the mark in the condensed time you were allowed. It's exactly what our staff needed to hear, and most importantly, we have sensed renewed effort by many in taking positive control of various situations. Our publisher asked, "how are you going to top that next year?" Good question.

We would recommend your program to anyone and when opportunity permits, will have you at the top of the list for formal sales and motivation training.

Again, thank you for working with us. Let us know when you are ready for the marketing assistance we promised.

Brad N. Roghaar
Director of Sales
Ogden Publishing Inc.