<u>Script for Soliciting a Testimonial</u>

Dear Anne,

Thanks so much for your e-mail. I'm attaching that bid Joanne had promised you. It took her longer than she expected, but the good news is she found some alternatives that offer the same performance at lower cost. One of our bigger suppliers is discounting several high-end models to get rid of back inventory, and we can pass the savings along to you.

Your answer to my question was very helpful. Thanks for participating. It helps us refine our strategies, and I'm also considering including a few quotes from customers in our next brochure or other marketing communications. With a little editing to shorten it, the answer you gave me reads, "ABC's services are useful to any company in the area with computers that need maintenance." If you have any objection with our referencing this quote or would like to review specific uses of it, please do let me know. Otherwise we will include it in our upcoming brochure, along with some other quotes. Thanks again for you help.

Best,

Chip