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Dear Colleague,

Our firm was struggling to find the right target audience to market our services. This would have a major effect on how we designed our web site – not a small investment in time and resources – and our approach for turning business contacts into closed contracts.

With some coaching, Dov helped us identify the real decision makers and arrive at a concise, convincing business case. This in turn helped us design a campaign that would set us apart from our competition.

Without a question, the help we received in the beginning not only allows us to get the most from our limited marketing resources but also helps us to maximize our leads by speaking the right language to the right audience.

**Joe Gelb**

President, Suite Solutions  
Former CTO of Live Linx, Ltd.