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Re: Filtermist Customer Profiling Project

Filtermist are extremely happy with the recent customer profiling carried out by CBSL.

Filtermist were looking to launch one of their products into an unfamiliar market and CBSL helped segment the industry, and select a number of companies in different sectors within that industry to profile. The work carried out included asking a series of questions gathering whether there was any potential for the product.

As hoped, the project uncovered areas where there was no requirement and more importantly found the areas where there was a potential, thus helping Filtermist to invest in the correct marketing strategy to the right companies.

Coupled with this profiling they actually obtained several leads for our sales team to follow up, some of which have great potential.

We have now contracted CBSL to carry out similar projects on other Filtermist product lines.

On behalf of Filtermist International Ltd

Jim Stansfield
UK Sales Manager