

November 6, 2014

Randy Davis
NexGen Consultants

Dear Randy,

I would like to take this opportunity to thank you and NexGen Consultants for the project that was recently completed for us.

The Marketing team for Cincinnati Bar Association was looking for a more effective way to quote our services. Our services include ads in our legal directory, event sponsorship, web ads and more. We had Salesforce.com but we were not familiar enough with it to setup the Quoting capabilities.

We contacted NexGen and you recommended the right Salesforce.com licensing, and setup the entire Salesforce.com product catalog, price book, revenue schedules and quoting function in a matter of hours. We now submit our quotes out of Salesforce.com, report on quote success rates, and track renewals. Compared to our former manual quoting process, we now save many hours of effort, and the quoting process is now much more manageable and reliable.

NexGen has continued to partner with us to build out additional functions such as mass emailing reminders regarding renewals, reconciling invoices against the quotes, and developing reports to better track quotes.

We appreciate your efforts and are happy to recommend NexGen as a knowledgeable, responsive and professional Salesforce.com consulting partner.

Sincerely,

Erin Loudner Emerson, Director of Marketing
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