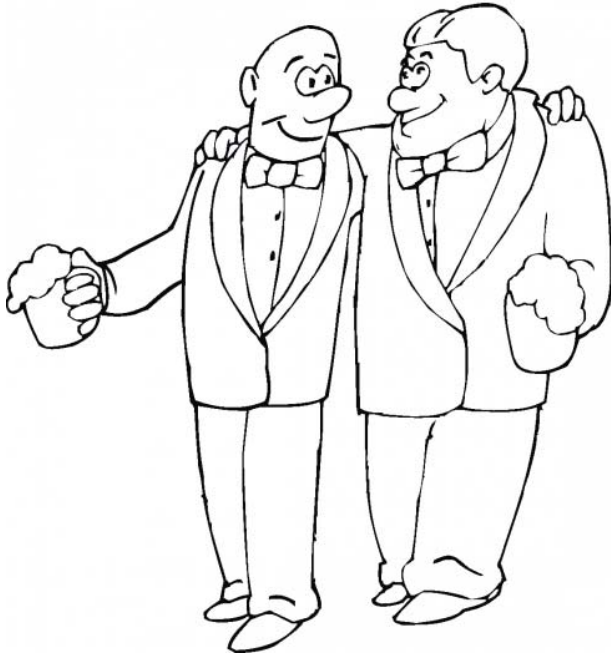


Reconnecting with an Old Contact



An Important source of new jobs is our old jobs, or more specifically, our old contact database. We regularly go through StoneWorks and contact people and companies we haven't spoken with in a while.

Optimally, we want to speak with every good professional contact once a year. We can eliminate End Users from this regular contact, as they usually buy only once, and if they do buy again, they will probably call us. (unless we did not leave them happy) There are also many defunct companies,

former employees, and people no longer purchasing stone, or that weren't serious about purchasing that can be eliminated from the list. That still leaves many contacts we already have information on that we know have some interest in cast stone products. This is a good source of clearly defined leads in our best target market.

Rep:

We haven't heard from you in a while. We really enjoyed working with you in the past and would appreciate the opportunity to do so again. Please remember that we can assist you with all of your cast and cut stone needs. Let me know if you need assistance with pricing, design consultation, or whatever else may come up. I know you're busy so I don't want to overwhelm you with phone calls. I will check back with you in a few months. If you need something before then, please give me a call. I will be happy to help you and we are looking forward to hearing from you again.