



**FARMERS**<sup>®</sup>  
FINANCIAL SERVICES

**Shawn B Brannan**

Insurance and Financial Services Agent  
3701 12th Street North Suite 205  
St Cloud, MN 56303  
Bus: 320 258 3993  
320 333 8822 cell

Sue VanAsten  
Client Focus Connections  
PO Box 1014  
Wisconsin Rapids, WI 54495

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Sue I just wanted to take a moment to let you know how much I appreciate the work that CFC does for me. To start with, I hate cold calling. I've been selling for seven years and I can say that I've hated dialing each and every call.

When I started calling for my agency three years ago I looked for telemarketing firms that would return adequate numbers (dial attempts per hour and percentage of leads to calls) for the price charged. I have worked with several different companies that each had their own billing methods and I am most satisfied with the results that I have with CFC.

The second reason is time management. As I was working through the Career Agent program it became obvious to me that I could either make cold calls, keep appointments or spend time with my family. I could not be two places at one time and since it was easy to replace me with a telemarketer I could sell policies or be with my family.

The third reason is because there is never a problem. On the time or two that I noticed something wasn't right it was handled to my satisfaction quickly. I attribute that to you personally.

Last, the people on the lead sheets aren't upset when I call them for an appointment. To my memory I have not had a person "slammed" into prospect status by your callers as I had with other telemarketers.

Keep up the great service.

Shawn Brannan  
Financial Services Agent