

*Dear Truly Fine Wine,*

*The impact that your Client Appreciation Program has on our sales and customer satisfaction is nothing short of remarkable.*

*As a provider of currency exchange brokerage and consulting services, Venstar Exchange operates in a highly aggressive global market. We compete with major international banks and exchange companies to win over private and commercial clients in the United States, Canada, Europe, and Asia. Despite fierce competition from large financial institutions, our market share keeps rising.*

*To separate ourselves from the competition we are constantly looking for ways to improve our service and the relationship with our clients. A committed and loyal client is worth 1,000 in the bush. When Truly Fine Wine gave us the idea of gifting a bottle of wine to thank some of our special clients, we decided to take it a step further and send a bottle to every new client.*

*The response we have gotten from our customers is TRULY immeasurable. Our clients have called us back to express gratitude, compliment on the quality of wine and tell us stories about dinner parties they have had with their friends/colleagues and a bottle of German Riesling, talking about wine and Venstar Exchange. When you share with someone your appreciation and gratitude, they will not forget you.*

*I would like to thank everyone at Truly Fine Wine for great ideas, high quality service, and responsiveness. Your Appreciation Program has offered an easy and effective way to thank our clients for their business and referrals. It takes us a couple of minutes to order wine online and you take care of everything else – processing, packaging, personalizing each order and shipping it to our clients. With very little effort on our part, we cultivate relationships with our clients and spread our good name.*

*Thank you. We look forward to growing our businesses together!*

*Sincerely,*

*Steve Knapp*