



CROSSMARK



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CROSSMARK

Client Feedback Leads to Better Performance

"Crossmark is simply the best in the business." — CPG company client

SMART BUSINESSES CONSTANTLY SOLICIT FEEDBACK FROM THEIR CLIENTS to learn whether their actions are meeting expectations. At CROSSMARK, we go a step further. While open dialogue and timely performance reviews with clients are a part of our culture, each year we also engage an independent research company to conduct a client satisfaction study.

Last year's study revealed that 98 percent of our clients and customers are satisfied with the service we provide. Some of the feedback included, "CROSSMARK is simply the best in the business," "They

know more about our business than I ever expected," and "They're overall better at execution." Getting candid feedback such as this helps us to continue delivering the results our clients expect and improve in those areas where clients require additional attention.

SOLICITED FEEDBACK IS GREAT, BUT UNSOLICITED FEEDBACK IS EVEN BETTER, especially when it comes in the form of recognition like being named Smucker's National Sales and Marketing Agency of the Year in 2006, after receiving a perfect score on Smucker's evaluation of us.

For more than 50 years, CROSSMARK has served The J.M. Smucker Company. From handling the integration of new product portfolios gained from acquisitions including Jif Peanut Butter, Crisco and International Multifoods, to focusing on growing Smucker's market share in every category, and gaining retailer support for their large promotional events, CROSSMARK's efforts have made for winning outcomes.

OUR MISSION IS TO BE THE BEST BUSINESS SERVICES COMPANY within the CPG industry. We constantly solicit feedback from our clients — some of the best-known CPG companies in the world — in order to deliver the customized solutions and unparalleled execution that they expect.

Keeping our clients satisfied through listening and learning... that's just one more reason why CROSSMARK has become "The Way To Market."

To find out how CROSSMARK can deliver for you, contact Todd Mitchell at 469-814-1637 or at todd.mitchell@crossmark.com. ■



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For more information,
please visit www.crossmark.com.

