



THE STRATEGIC  
SOLUTIONS  
PARTNERSHIP

Working together to Improve Performance

4<sup>th</sup> April 2009

Graeme Ross  
Emmerson-Ross Recruitment  
The White House  
Broomhill Way  
Torquay, Devon, TQ2 7QL  
United Kingdom

Dear Graeme

**Optima Low Vision Services Ltd.**

When our organisation was commissioned by Optima some 18 months ago to reorganise and restructure the Sales and Marketing function we were fully aware that it would culminate in the recruitment of a Professional Sales and Marketing Manager who would then drive the business forward.

In the interim period our job was made considerably more difficult by the recession which came about in the United Kingdom.

However we continued with our commission and when it came to seeking the new manager Optima Low Vision Services first tried the various government agencies without success and then researched the numerous recruitment agencies in the U.K.

Having been seriously unimpressed by any of these – in particular the 'Nationals' – Optima decided to try Emmerson-Ross as a more local company.

I am compelled to tell you that your understanding of Optima's requirements, who operate in a niche market, and the levels of service that were provided by your company and by you personally were absolutely immense. There is no other organisation in my 30 plus years of experience that has ever come even close.

Such was the result of your understanding and efforts that we ended up with the dilemma of choice.

From the candidates that you submitted to us we interviewed 4 and could very easily have short listed 3 of these for the later stages.

We eventually opted for 2 final candidates and it was only at the last interviews that we were able to come to a decision, such was the quality of candidate that you submitted.

In fact the whole experience of working with you and your company reminds me very much of the words of Robert Townsend, who transformed Avis in the 1970s into the second largest car rental company in the world – and was responsible for the slogan "We Try Harder" (still used today).

The Strategic Solutions Partnership

Tel: (48) 22 894 4126

Cell: (48) 502 595 719

e-mail: [jim.cowden@the-ssp.com](mailto:jim.cowden@the-ssp.com)

Gibraltar

Warsaw

London

Geneva

His advice was this;

If you work with a consultancy or an agency, work with a small one.

A small agency takes the success of your enterprise and venture personally and the success of their work with you is extremely important to them.

Most large organisations, unless you are a big spending multi-national, have a tendency to give you the 'B' Team while the 'A' Team is their public profile.

With smaller companies you always get the 'A' Team, for one very simply reason - there isn't a 'B' Team!

It will be my great pleasure to recommend you to any company that I come across that needs the services of a first rate recruitment agency or head-hunter.

I would like to add that it has been like a breath of fresh air working with you and I sincerely hope that we will get the chance to do so again, in the very near future.

In the meantime please feel free to send this recommendation of you and your company to any potential clients, who will be most welcome to contact me direct.

In addition, and if you wish, you may post part or all of this recommendation on your company website.

Yours sincerely

A handwritten signature in black ink, appearing to read "Jim Cowden". The signature is fluid and cursive, with a long horizontal stroke extending from the bottom of the name.

Jim Cowden MA  
Senior Partner and CEO