



30th January 2018

To whom it may concern

Reference for Julian Good of Good Liaisons

When Julian first approached us, following an initial telephone conversation we could see value in his proposal. He was able to demonstrate a wealth of experience within the hospitality and tourism industries so we engaged him and invited him to spend time with us at our motel.

We were doing quite well with the motel but knew there was potential to grow our occupancy. However, as Julian rightly says 'we do not have the time, resource or experience in sales and marketing to do it'. During his time with us he came up with some very obvious solutions but with suggestions how these should be implemented as well as others that we had never considered.

After his visit to Tamworth he wrote a comprehensive Business Activity Plan with step by step and segment by segment activities we are to carry out. He also took the trouble to research the individuals we should make contact with who might be in a position to help us increase the motel's profile and then bookings.

The plan is very suitable for our purposes but, as Julian predicted, we do need his regular follow-up to activate his recommendations, as a result of which we have scheduled 'phone meetings with him to up-date him on our progress.

At this stage our overall objective is to generate an extra 2 rooms sold per night which we feel is very achievable with this plan.

We can highly recommend Julian – he is experienced, understands our needs and limitations and wants us to succeed. His fees are very reasonable as well!

If any reader of this reference would like to improve turnover, as we do, we suggest you give Julian a call, or please call us if you require further comment.

Best Western Tamworth Motor Inn

Ann Scarra
Proprietor and Manager

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