

FORO MARBLE CO., INC. 166 2nd Avenue Brooklyn NY 11215
Experts in custom fabrication and installation of stone

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September 9, 2015

To Whom It May Concern,

Foro Marble Co., Inc. retained the services of Nelson Wax as a consultant/business coach during the period from March to August 2015. After a review of the company's financials, its fabrication and installation operations, customer service, systems and administrative procedures, Nelson was quick to assess our strengths and weaknesses and begin making recommendations.

He tackled multiple areas simultaneously with an emphasis on the production facility. He reorganized the shop physically and operationally introducing a new system to manage and control production, shifting employee responsibilities and hiring new people where needed. Soon we had a cleaner and smooth running facility with accurate information to respond to customer inquiries.

Recognizing the need to improve pricing and profitability, Nelson developed a pricing matrix for our sales people to accurately estimate the cost of each job and price it accordingly. He developed computerized customer satisfaction surveys to measure our performance. Weekly procedures were implemented to estimate and monitor cash collections and the level of unfilled orders. He also drafted an employee personnel manual.

In every area he touched, Nelson emphasized the importance of communication among and between departments and with customers. He also trained our managers to improve their personal communication styles.

If your business needs an overhaul or a shift in gear to a higher energy level, I highly encourage you to contact Nelson Wax.

Yours truly,


John Addario
Controller