



McKenzie Scott Achieves Unprecedented Levels of Client Enthusiasm

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"The biggest problem we had in producing a book of enthusiastic client comments was screening out all but a fraction, we had so many," said Robert Gerberg, President of McKenzie Scott, the nation's leading provider of job search resources for those seeking over \$50,000.

PR9.NET March 19, 2006 - Colorado, USA - "We had more than enough to fill a 100+ page book when had gone through just a few inches of completion reports from a stack several feet high. We finally put them into categories so people could appreciate just how effective our individual resources are. You can make an educated guess, but you never know which resources will be most effective for a given client. That's why Rule #1 of our 15 rules for job hunting success is to aggressively compete in every segment of the job market.

"As it is, our book is overwhelming. Most people won't take the time to read it all, but they will page though and read letters and comments here and there. When they do, what impresses them is that these people aren't just saying they were satisfied. They are downright enthusiastic – about the confidence they developed through our team support, the impact of our resumes, letters and other documents, the results of our distributions, the time and effort they saved with our Job Market Access Center, the power of our interview techniques, the value of guidance on negotiations, and more.

"We can't expect our clients to take time out from their jobs to be individually available as references, so this is the best way to give people an idea of how they feel about us."

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About McKenzie Scott Partners

In 7 years, with a \$20 million investment in technology, McKenzie Scott has become America's premier personal marketing firm. Here's some information about our staff.

Our staff includes hundreds of men and women, professionals from many disciplines... former CEOs, CFOs, IT managers, military officers, attorneys, educators, HR professionals, marketing executives and others. Our goal is continuous improvement through innovation and superior service.

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