

**Sentinel**  
**Direct** →



# DELIVERING EXCELLENCE

There's a reason companies trust Sentinel Direct — our dedication to excellence. It begins with our tailored, 10-step approach and is backed by the industry awards we've garnered.

## OUR 10-STEP APPROACH TO CLIENT SERVICES

1. Understand current marketing program, business goals and operational environment.
2. Create expected outcomes for relationship.
3. Create plan of action.
4. Implement analysis of target market.
5. Present and interpret results.
6. Work with client to create strategies and tactics.
7. Test on small scale to minimize financial risks.
8. Implement successful approach with specified universe.
9. Measure results.
10. Refine processes.

## OUR INDUSTRY AWARDS

### 1996 CENTRAL FLORIDA PCC EXCELLENCE ACHIEVEMENT COMPANY AWARD

Transition and redesign of USExpress mailing package to enhance speed and accuracy of product delivery. Transition increased advertiser's response and stimulated additional advertisers to take advantage of this unique product.

### 1997 NATIONAL POSTAL FORUM AWARD FOR MAILING EXCELLENCE

Full implementation of transition and redesign of USExpress mailing package garnered national attention.

### 1998 PRESIDENT'S AWARD

Sentinel Direct's Customer Service Representatives received the company's coveted President's Award for outstanding performance and dedication to client service in 1998.

### 1999 FIRST PLACE FLORIDA CHAPTER: PUBLIC RELATIONS SOCIETY OF AMERICA


The Florida PRSA chose Sentinel Direct's entry of an ongoing direct mail campaign for a client targeting new movers.

### 1999 PARTNERSHIP FOR PROGRESS AWARD


The Postmaster General honored the Tribune Corporation for its innovative use of advertising mail in 1999.

### 1999 MAILING EXCELLENCE AWARD

Sentinel Direct was honored at the 1999 National Postal Forum with a prestigious "Judges Choice Selection" for the company's work on a client's new movers direct mail program.



Let Sentinel Direct help you get to know your next customer. Whether you need help determining your audience, creating a piece with impact, mailing your message or all of the above, you can count on us to make your campaign a success.







Meet...**Jack**

We'd like you to meet Jack Smith. Married to Sally. Father of two. Little League coach and barbecue chef extraordinaire. Fan of action flicks, college basketball and the '66 Ford Mustang. A middle-of-the-road Republican and a middle-of-the-night Internet junkie.

Contact Sentinel Direct now and Get...**direct**  
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