

you were nominated by the regional GMT Heads to support the rollout of our new client retention and acquisition program Quintessentially Platinum.

After several months of preparation, we have obtained all approvals, closed the deal and are now preparing the rollout of the program. Proper client nomination as well as indepth staff training are crucial elements of the rollout as well as success factors for the program. The initiative offers our clients very individual services that will help strengthen important relationships. Another component of the cooperation consists of new event activities per region providing our organisation with new ways of access to clients and prospects alike.

The close cooperation between all involved parties internally as well as with Quintessentially will be essential in establishing the program and making it a success.

Attached you find comprehensive information on the program; please start start preparing the client selection for your region specifically. We will shortly set-up a kick-off call for the 2nd week of January to go through all details, determine the nomination criteria and next steps.

(See attached file: Quintessentially - Kick_off.pptx)

Please devote your fullest attention to this strategic initiative. Looking forward working with you on making this a successful initiative.

Alexander Michaela



Alexander Maresch

Managing Director | Global Head of Marketing

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