



# **SUPERIOR**

**SHEET METAL**

July 22, 2009

To whom it may concern:

In 2004, we engaged Roy Sequeira of Sequeira Consulting to help us streamline the management of my business and its processes. In less than 8 months, using his insight and "no b.s." approach, we had a system that gave us up-to-the-minute snapshots of how revenues and costs were doing, and exactly where we needed to put our focus. He was able to interrelate with both our office staff and our production staff to prioritize the areas needing attention. We then changed what needed to be changed until the bottlenecks disappeared and efficiency improved.

With a linked set of spreadsheets and graphs, my managers and I knew how daily production matched up against outstanding orders. It flagged us when we needed to chase receivables before they became problem accounts. The detailed cost / price analysis of our various product offerings enabled us to focus on our most productive lines and to improve the cost structure of others.

Most importantly, Roy shared his insight and knowledge so that I could make the most of what I had. I still use Roy's materials and have extended them to handle today's very difficult market conditions.

I have no hesitation recommending Roy's services to any business owner that wants to improve the performance of his or her business and increase their personal quality time.

Feel free to call me if you would like further information.

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