



September 10 2009

3Tier logic Testimonial Letter for Murray Warren

I first met Murray Warren in 2005 when I was running our Digital Marketing Multi media company called ActStream . I had him setup and design our proactive Telesales Lead generation team over there. He built and designed our sales process to penetrate fortune 500 companies and get “face time” with them. He is a total master at Telesales and booking appointments with top decision makers

So let's fast forward to 2007 I started up **3TierLogic.com** a Digital Marketing, text message and digital signage solutions company . I hired 3 seasoned , veteran sales people at \$ 60,000 salary and comish each to build our sales for our company .

I consulted with Murray about this and he said that was ridiculous he could hire 6 Telesales, Inside sales people for that price and get 100% - 200% more horsepower into the market. By March 2008 I got rid of the seasoned, veteran expensive sales team (I should have listened to Murray) and retained Murray again to build and manage our new sales team . He immediately setup 3 Inside Telesales people to do the lead Generation and appointment setting

Some of the things he did :

- We setup **JigSaw.com** and started to use this database to call into Fortune 1,000 companies all over North America (the best database on the planet)
- He located and hired 3 inside sales people – saving me about \$ 60,000. per year in burn rate
- The team was getting web based demos Booked with top decision makers of **almost every Fortune 1,000 company** , Shopping mall and advertising agency in North America

- Something new he shared with me was his **NOSE to CLOSE how to make a One –Call Close online web based demo with a qualified prospect.** – he explicitly showed us how to go through his 6 step process . he supplied the flow , the verbiage to say on slide to slide of the PPT we created

Some of the results;

- **Within 3 months** of using Murray's Telesales / lead generation process feeding leads and meetings to the Closers we were **generating about \$ 70,000. per month** in orders from some of the biggest companies in the world –and the cool thing is that we were doing almost of it through cold calling , permission based e-mail and doing Online web based demos using Murray's process
- **The NOSE to CLOSE web base demo process is highly effective** to keep the customer interested , find their needs and problems and show them how our solution can help solve their problems and close the deal NOW.

I should have listened to Murray's philosophy on seasoned sales reps making \$5,000 in salary. Young, motivated, hungry ones are always better. He has again showed us how to accelerate our sales in record time.

Thanks Murray

Wishing you much success

Robert Craig
President

3TierLogic.com

3TierLogic.com
Suite 160 - 422 Richards Street
Vancouver, BC, Canada
V6B-2Z4