



AFFORDABLE
DISPLAY PRODUCTS
"Your Trade Show Specialists"

September 27, 1999

The Warren Group
3841 West 39th Avenue
Vancouver, BC V6N 3A8

Attention: Mr. Murray Warren

Dear Murray,

I met Murray Warren back in May of this year, I was somewhat frustrated with our sales team. They were not performing to my expectations, the main problem was not being able to sufficiently create a proper client flow or "Sales Pipeline" as Murray calls it. Most sales people are pretty bad at self promotion and making prospecting calls, they know they must do it, they just seem to hate doing it. We have experienced turnover in the sales department for the last 3 years and it seems that this is the main challenge.

We retained Murray to set up a pro-active new business development division within our company. In less than 4 weeks he sourced out an appropriate business developer, developed all of the scripts, made live calls and tape recorded both sides of the conversation (which was a hoot to listen to) and set up our data base and obtained lists for us.

In June we let go 3 sales people and hired new ones. We have set up a pro-active business development department and it's working excellently. The new team is following up on leads generated by the telesales people, they are going on meetings and appointments and spending less time---fishing, farming and mining for business and MORE time in front of clients. We are now building a bigger Sales Pipeline of good accounts and finding and locating where the big future action is going on and capturing that information in Maximizer. I wish we set up something like this years ago, it is giving our company what we need right now---momentum.

Thanks Murray,

Warm Regards,

Peter Robson
Sales & Marketing Manager

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