



December 28, 2005

Murray Warren  
President  
The Warren Group  
Vancouver, BC

I am the President of our company called The Approved Group. We market and sell a variety of research-based books for small businesses and sales professionals to organizations throughout the world. Our two best selling books are called "Buyer Approved Selling" and "The Customer Approved Small Business".

So, I'm at work and 'Out of the Blue' Murray Warren cold calls me to pitch me on his new business development and live cold-call training services. His approach was identical to the methods we teach and train in our books and workshops. In fact, I thought it was prank or a joke my sales team was playing on me. His pitch was fluid, permission-based and he immediately identified the value he could provide us. He followed our very own 'Buyer-Approved format" to a tee. That being said, I had to meet this guy. So we scheduled a meeting and we retained him for a 2-fold Telesales training, Lead Generation project where he:

- Provided LIVE cold-call coaching for 4 of our existing inside account executives
- Created a new step-by-step sales process for our company and sales team to close more sales and achieve higher conversion ratios

Our existing sales process involved calling Fortune 500 companies, qualifying them and then sending a sample book. We would then follow-up to close them on the idea of customizing the books with their logo and a custom foreword or chapter to use the books as a promotional gift or incentive that added value to their customers' experience. This is where we ran into the horrible 'Sales Cat and Mouse Game'. We found it difficult and time consuming to re-connect with the prospect in order to gain a commitment after we had sent them a sample book.

So within 3 days Murray consulted with us and revolutionized our sales process:

- He changed the process of sending out samples to our customers and instead he implemented a systematic procedure where the entire goal was to call the customer and set up a an Internet Based demo of our value proposition by utilizing web cam technology and interactive Power-Point presentations

**APPROVED**

- The entire goal of the web based demo was to get the customer to agree that they had issues, problems, and challenges and that our solution would solve those issues and ultimately make them more money
- When the demo was completed and the customer had told us how much they preferred our promotional item solution over their current solution we would move forward with a closing offer that was absolutely irresistible and we could close the deal – on the first call. No callbacks, no pressure, no chasing.
- Murray was the architect of this entire new method, he augmented and complemented our existing sales material, wrote the closers scripts, got on the phone and made LIVE cold-calls with customers to demonstrate how to do it. He provided personalized coaching and training for each of our sales people and helped to mold our scripts and delivery into a successful process.

Now we are on track to hit our forecasted sales numbers. Murray has tweaked our sales process to close business, not just send out something for free. The web conferencing tools he recommended are fantastic and enable our company to get in front of a customer that's not in the same room and they can see, hear, and look at the video and Power-Point and totally get the value-proposition. We now get a Yes or No decision instantly. This all translates into a cost-effective process that allows us to quickly determine whether or not our solution is a fit with a given prospect.

Thanks Murray, it was great to work with you. All the best in 2006

Regards



Mitch Merker  
President  
The Approved Group