Atimi Software Testimonial Letter

I'm writing this letter to share my experience working with Murray Warren and Increased -Revenues. Murray first started approaching our company over 3 years ago, using his "*Stay in Touch'* marketing with us. Pleasant, no pressure sales calls, tons of great educational information about Telesales and B2B lead generation. He just kept calling, e-mailing, relentlessly – until March 2007

The challenge in 2006 is we were the 6th fastest growing high tech company in British Columbia. We were looking for ways to expand our market size and expand our audience in record time and wanted to create a bigger sales pipeline of qualified customers to sell into. We are one of the Worlds leaders in outsourced cross platform and Apple Macintosh software development firms.

We retained Murray to build an in-house Telesales department to go after VP's of product development and CIO's and CTO's of Fortune 1,000 companies, mid and high tier companies all over N. America to locate more projects and clients

Murray located a very experienced business developer named Rich and his sole job is to penetrate top level decision makers of Fortune 1,000 companies using the databases and techniques provided by Murray. It's been over 5 months now and let me share with you the results:

> We have developed a sales pipeline of new sales opportunities worth over $3 Million, and closed over $300k in sales.
> We have all of the market and business intelligence captured in our CRM solution for future follow-up
> Murray created some very focused telesales scripts and objection handlers for making the calls
> We have developed a permission based e-mail marketing component that fits right in with the Telesales perfectly

As we experience the growth in our business Murray has shown us that being more pro-active in creating tons of new business leads

through *'cold calls '* to high tier accounts works if the right value statement is pitched.
Thanks for your help,

Regards

Scott Michaels
Vice President
Atimi Software Inc.