



BROOKS CORNING COMPANY

WORKSPACE FURNISHING SPECIALIST SINCE 1913

March 15, 2009

Increased Revenues.com

Attention: Murray Warren

Re: Reference letter

Reference Letter

I met Murray Warren about 5 years and discussed the potential of implementing his prospecting strategies at an organization I was then associated with. We revisited the discussion again a year later when I partnered in the creation of another business. I can say without hesitation that in both cases Murray's knowledge and approach would have been significantly beneficial.

I accepted a position as Vice President of Sales with Brooks Corning Company in August of 2008. Brooks Corning is a commercial office furniture supplier that has been in business in Vancouver since 1913. It became apparent to me after just a few months that we could use Murray's expertise in refining and "mining" the existing data base at Brooks Corning. I was not about to make the same mistake a third time and contracted Murray to find an appropriately skilled individual to be our telemarketing/business developer. I have learned, in over the twenty plus years in the office furniture business, that it is difficult for even a seasoned sales professional in this business to continually make the number of calls required to effectively develop a constant flow of new opportunities.

Murray proved his integrity and business guarantee after the first and second candidates left for different reasons and he went on to fill the position a third time with an outstanding individual.

I could not be happier with Richard's contributions to date, as he has booked in excess of 40 appointments per month that he has been with us. As Brooks Corning is one division in a group of five companies, we will most certainly be utilizing Richard's skills working for at least two other divisions as well as another associated company.

I believe that as a business person, more than anything, I have to be a realist. Expecting my sales group to effectively manage our complex sales cycle as well as be expert telephone prospectors is no more realistic than expecting them to be IT or accounting experts. The key is to keep people focused on what they do best. Murray knows and understands the prospecting/business development process and has proven he can find and train the type of individual best suited to implement that process. Why would I question something that works?

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Based on our success to date, I would not hesitate to refer Murray to any of my business associates and I look forward to expanding and evolving our present business relationship.

Sincerely,

Robert T. Ross
Vice-President Sales & Marketing
Brooks Corning Company

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