

# BusinessBreakthrough

TECHNOLOGIES Inc.

"Teaching North Americans leading-edge financial and business knowledge to increase their cash flow and net worth."

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## TO WHOM IT MAY CONCERN

### Re: Reference Letter - Murray Warren, Increased-Revenues.com

Business Breakthrough Technologies Inc. (BBT) is Canada's #1 financial seminar company that specializes in marketing financial and real estate products through live seminars, conferences and workshops. We bring in the best speakers and trainers in North America and typically attract an audience size of 120-300 people. Using this model, our historical results are 8% -12% conversion / closing ratio.

Russ Hunter from Boldeye Marketing who does my e-mail & direct marketing strategies told me about Murray Warren and the success he had with another company using his Telesales & Telemarketing, Lead Generation solutions. We had never tried this and I had no idea how to set this up. Murray's track record and credentials looked good, so we retained him to set up a 3-month trial Telesales initiative.

To say that I'm totally delighted is hardly enough; I'm **blown away and thrilled with the results in less than 2½ months**. Let me share with you:

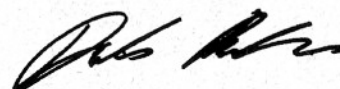
- He sourced and hired an outstanding Telesales closer named Martin, who had zero knowledge of our financial products.
- Russ, myself and Murray created a 4-stage pro-active program to target all the non-buyers which consisted of a direct mail piece, an e-mail broadcast, a voice mail and a Telesales call.
- Murray created a 'killer' telesales script to find out why they didn't buy, what their fears and dreams were, how to overcome their objections and close the deal.
- In less than 2½ months and under Murray's tutelage, Martin has closed over 73 units, grossing over \$292,000.00 in sales! In the next 12 months this is going to add \$1.2 million in sales to our bottom line – plus, what really hurts this was all money that was left on the table that we were missing – this is over a 35% increase in sales.
- Our closing ratios have increased from 10% to 26% at our events.

Murray's help was gigantic! Thank you for all your effort and in January 2005, we will need your help to make this department bigger. I can't help but to think how much we have been leaving on the table over the years... I wish we had done this 4 years ago!

Thank you so much again and I wish you the best of success.

Yours truly,

**BUSINESS BREAKTHROUGH  
TECHNOLOGES INC.**



DJ Richoux  
President