



CSB Systems Ltd.

COMPUTERIZED SOLUTIONS FOR BUSINESS

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CSB Systems is a professional services company providing complete, enterprise application solutions to emerging and intermediate sized manufacturers and distributors. It is our goal to be involved in every manufacturing and distribution software deal in each of our six regions.

In September, 1999, Murray Warren left me a voice mail message that was so compelling that I had to call him back. In fact, it was so good that I played it for my sales team to demonstrate to them how to deliver an effective voice mail message.

As a result of our conversation, we retained Murray Warren and Increasedrevenues.com to help create a proactive internal business development department with the objective of filling our sales funnel with business opportunities for our sales team.

Murray Warren's enthusiasm made it possible for us to implement an internal business development strategy efficiently and with a minimum of hassle. Murray took the time to understand our business, our clientele, and our objectives, and applied this knowledge to the implementation of an internal business development strategy. Murray has hired two professional, qualified people for us, developed compelling scripts and call-guides and tape recorded live calls for us to assess and for our internal business development reps to use as reference. In short, he helped us get our team running in as little time as possible, leaving me free to focus on other aspects of our business.

After almost twelve months, we have increased the number of leads passed to and confirmed meetings set for our outside sales team members. We are now actively involved in more deals than ever before. We are contacting companies that have never heard of us before, capturing great market intelligence, and increasing our prospect contact time per sales person, all of which means more closed business.

I recommend Murray Warren to any organization that wants to create a lucrative lead-generating machine through a dedicated telesales department.

Jim Krahn
VP Sales
CSB Systems