



DATA GENERAL (CANADA) COMPANY
#310 - 645 7th Avenue S.W.
Calgary, Alberta T2P 4G8
Telephone: (403) 269-2656
Service: (403) 269-6844
Fax: (403) 269-2736

Thursday, June 10, 1999

Mr. Murray Warren
The Warren Group
3841 West 39th Avenue
Vancouver, B.C.
V6N 3A8

To Whom It May Concern,

I first found out about the pro-active business development strategies from a lady I met named Cheri, who worked with Agresso Financial Software as a business developer. We talked about prospecting and building a Sales Pipeline at a networking meeting and Murray Warren's name and The Warren Group came up.

We retained Murray and his firm The Warren Group to create a pro-active business development component to our Data General office in Vancouver. We sell High Tech/IT/System Integration solutions to mid and high tier firms, with an average cradle to grave sales cycle of 3 to 12 months and we were looking for a method to boost our sales pipeline.

To date, the project has been a bona fide success. To share some data, we have generated 26 appointments with companies that we have never called on and they have never heard of us. The dollar value of the sales pipeline generated in just over 6 weeks has been over \$1,500,000.00, we have submitted proposals on 8 firms and have started to earn business on 1 account. Furthermore, we have captured market intelligence on future projects of over 75 companies. The lady that has been doing the calling, Anne is incredible on the phone and the voice mail scripts that Murray has designed seem to really pull and have CFO's/IT and Presidents calling us back.

Right now Toronto is seriously considering retaining Murray to set up an operation to support the sales team over there.

A lot of people were quite skeptical as to whether this would work and Murray quarterbacked this whole project extremely smoothly and showed us that Telesales really works.

Sincerely,

A handwritten signature in black ink, appearing to read "Jim". The signature is written in a cursive, slightly slanted style.

Jim Croft
Western Regional Manager
Data General (Canada) Company