



TO Murray Warren

DATE April 9, 08

ATTN

FROM Chris Wilson

RE Great Work

PAGE 1 of 1

Our Experience with Murray Warren

When we first launched Function Point's Web based timesheet and project management software we had the pleasure of a cold call from Murray and discussed at length the use of his services.

Last year Murray did a follow up call with us. It was a good coincidence as we had been hitting our sales targets but we wanted to grow to the next level. With this in mind we listened to Murray and his commitment to not just find the right people but to work with us through the development of a process and training of the new hires.

Murray's Synchronized Selling Process, as he calls it was a perfect fit for us.

- Hunters / Openers cold calling our target market and setting up appointments and demos
- Closers / Specialists presenting and closing new opportunities.

We were comfortable with Murray and checked out his references had the conversation with all the tough questions and retained him.

So now we have Murray coming through the doors with all his enthusiasm. He introduced us to quality people, a big challenge in this tight market, assisted with our hiring and delivered on his promise to train.

But it is in the numbers that matter. With the new processes in place we have recently had our best month ever. And we expect to break that record again this month. These are not 10 % improvements. Last month was close to 150% over the same period last year.

So what happened?

- We hired 3 additional sales team members, two openers, and one dedicated closer.
- Murray developed a great telesales script and call guide. The process included laying out clear and concise objection handlers, and rebuttals.
- He tested them in our office with us present and we refined them into our Playbook.
- Then Murray worked with each of our sales team openers to help them get up to speed quickly.

But that was not all?

- Murray also established a new Executive Web briefing that lays out the 6 step Closers Blueprint designed to build the rapport needed to close deals quickly.
- He worked with the team to train them and even completed a couple of tours himself.

The numbers are great and we will need to keep working to maintain this pace but what is equally important is we have processes that allow our sales team to perform without the stress associated with an ad hoc approach.

function point.

productivity software inc.

[T] 604.731.2522

[F] 604.731.3511

MEMO



Murray has done a great job and fully delivered to our expectation. I would not hesitate to recommend his services. Actually, I plan to use them again.

Thanks Murray for your great help?

Cheers,

A handwritten signature in black ink, appearing to be 'Chris Wilson', with a long horizontal flourish extending to the right.

Chris Wilson
President
Function Point Productivity Software Inc.