

To Whom It May Concern

Re: Murray Warren and Increased Revenues

As I'm sure it's so typical, Murray Warren, cold called me back in March of 2003 to see if I was curious to explore his sales pipeline increasing strategy. My new online, web based Accounting service called LedgersOnline.com was starting to get some traction. I was quite connected in the business community and went to the right networking events and functions. I have been a CA for over 20 years and had built a thriving professional practice.

Murray taught me to think about 'what is my core competency?' should I be focusing so much of time, energy on personally promoting my new business? Should I be the one calling Presidents and CEO's of companies, pitching them, attempting to line up demos, meetings and presentations? Murray made me realize that this is not a good use of my time and that it is possible for Telesales people to get through to the right Top Level decision makers. I now know that I have better things to do with my time, Murray was right – 'Focus on your niche'

I decided to retain Murray to design, execute and manage an internal Telesales Initiative for my company to prospect for new business opportunities with small to medium sized companies, raise their awareness and to set up qualified new sales meetings and demos of our new value proposition for replacing internal accounting departments.

As of October of 2004, we have 2 pro-active Telesales people that have produced great results for us. Murray's Telesales program has brought the following to my business;

- Developed excellent Telesales scripts to get through and gain the decision makers attention, qualify them and nail down the appointment.
- Created a step-by-step turn key binder of training tools for our people, complete with tape recording of LIVE cold calls, development of objection handlers to allow us to get through and book highly qualified new business appointments .
- Even helped me acquire databases of qualified companies to call at a significant discount.
- Our sales funnel has increased dramatically with companies that are qualified and interested in viewing our demos.

All of this has lead to significantly more quotes and new accounts signing up for our online accounting services than we could have achieved on our own.

Cold Calling and telemarketing does work for a professional business like ours, as long as it's done Murray's way. Murray's help in achieving this was critical to the success for our company to locate more sales opportunities, get in front of more qualified prospects and close more business.

Should you have any questions or concerns about engaging Murray please feel free to contact me.

Regards,



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