

May 27, 2003

We met Murray Warren initially in January 2003 of this year, when he approached us to share with us his ' *Assembly Line Telesales / Lead generation System* '. We have been in business for 18 years and are Sony's largest dealer of professional presentation, audio and video products in Western Canada. Things were slow for us in November and December of '02 and coming into the new year we wanted to find a method or a new sales strategy to ' *fill our sales pipeline* ' with qualified sales opportunities.

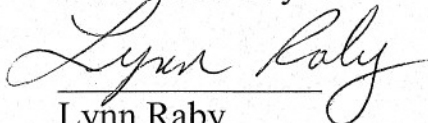
Murray's references were solid so we moved forward and retained him for a 3-month project. I have to tell you, we were overwhelmed with the instant response of leads, meetings and quotes that our new Telesales person, Kurt delivered in less than 3 weeks. We had been conducting most of our business reactively and mostly with old clients. Murray showed us that when you are pro-active and reach out and talk to new accounts, they're more than receptive.

- In less than 3 weeks we were locating new, high quality sales opportunities, quoting them and closing new business
- We developed a sales pipeline worth almost \$95,000. In less than 3 weeks and our sales people were struggling to keep up with the volume.

Murray has shown us that all sales people should overcome their fear of Cold -Calling new customers, that this system works extremely well and can generate a huge sales funnel of bona-fide new sales opportunities.

Thanks for locating an excellent person and providing excellent training and coaching to get him going.

All the best to you



Lynn Raby
Marketing