

November 27, 2003

To Whom It May Concern:

Talk about a *'dog with a bone'* that would describe Murray Warren when he is pursuing a new account to earn business.

We market and sell the award winning CRM solutions Maximizer and Maximizer Enterprise to companies all over North America. Our company uses channel partners in addition to an inside sales team of 6 sales people out of the Vancouver office. The Inside Sales department was run basically as a reactive incoming call center; most of our sales people are reluctant to make out-bound calls to generate new sales opportunities. Further, our conversion rates and ratios could be improved with sales training

This is where Murray Warren comes in *'The King Of Cold-calling'* Murray must have had 6 meetings with us, overcome every fear, doubt and un-certainty that we could come up with. We then decided to compare his prospecting and cold-calling coaching and training services to another consulting firm in the city. We took a 'leap of faith' with him and it was well worth the investment.

Here's a list of some of the highlights he developed:

- Murray put on a 6 week in the 'war zone' LIVE cold calling training and coaching with our 6 inside, sales reps. Our mission was to expand their abilities and talents and give them the tools, training and resources to make outbound cold calls to generate new sale opportunities.
- He worked individually with each person, making and recording LIVE calls to help each rep overcome their fears and improve their telephone techniques. Based on these calls Murray created new scripts, opening statements, to help them build the confidence and self esteem required to make outbound cold calls
- In addition, Murray created new scripts to handle taking inbound calls more effectively. He also helped increase the conversion ratios to a free trial and streamlined the pre-qualification questions.

The team feels that they got a lot out of Murray's real-life / Non-classroom training and coaching. They now have tools they can use every day to make outbound calls and develop new sales opportunities. We have had a great start to our quarter with a new focus on outbound calling.



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