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**RE: Murray Warrens Telesales Program**

Murray called us about 7 months ago to pitch us on his business growth, Telesales and lead Generation program. We were keen to increase our business and were currently looking to hire a new business developer, and felt Murray's services would help with her training. We have been in operation for over 57 years and are sitting on gold mine of business, as Murray calls it '*Heartland*' business. Our existing customer database was ripe for cross-selling, up-selling and cross promoting – but needed a program to implement it.

After hiring our present business developer Jennine Tobiason, Murray quickly gave her the tools and '*Playbook*' to make her performance more efficient and create a faster ROI. We retained Murray for two months to collaborate and build a pro-active telemarketing division. During this time he worked with Jennine using live cold calling training and coaching her on the common pitfalls of telesales.

Murray's experience in this area was vital to help us develop outstanding telesales scripts, marketing collateral, and call reports. We were on the road to competitive selling and getting alternate quotes and proposals with all types of customers.

Murray's program allowed us to build a foundation upon which the future of the telemarketing program could be built. He was tons of fun to work with and extremely effective. I would recommend his expertise to any company that wants grow their business and close more sales.

Thanks so much for your help Murray

Make it a Great Day!! (Murray's tag line )



Jenny Garden  
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