

Neo Code Software

October 12, 2005

To Whom It May Concern:

Re: Murray Warren

My company, Neo Code, is an exceptional custom software development and FileMaker design firm. We have built a niche market doing what we love to do "*Custom web-based order processing solutions*". We offer these solutions both as Business2Business solutions or as Business2Consumer solutions for organizations and businesses. Over the last 2 years we have successfully sold our solutions to online pharmacies and imprint printing businesses, companies like Fine Arts Engraving and Americana Meds.

Murray Warren had cold called our company early in 2004. Through his training and support, I learned how to:

- 1) Hire the right Telesales person
- 2) Train them to sell advertising space for our company "PerformancePC Magazine"
- 3) To develop effective telesales' scripts
- 4) And to coach them to do cold call sales from prospect lists.

Developing an effective telesales campaign and training and motivating the right people to meet and exceed their targets is not easy. Murray Warren, in less than 6 weeks had us up running and revved up. He personally got on the phone to demonstrate technique and to make a collection of tape-recorded cold calls to instruct our new telesales people.

We now have a *Synchronized Selling Solution* as Murray calls it. Our Telesales people are calling all over the US, connecting with decision makers, lining up web-based demos of our application and answering questions about eCommerce and how it can help save them time and money.

Because of Murray's great mentoring, I can spend my time more effectively doing demos for new prospects, building relationships and closing more new accounts. As we design and bring out more vertical layers to our software applications, Murray's techniques and strategies solutions will help us maintain our growing momentum.

Thanks Murray and all the best



Joshua Paul
President, Neo Code Software Ltd.