



pcsupport.com

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September 24, 2001

Re: Reference Letter for Murray Warren

To Whom It May Concern:

Murray from **Increased Revenues.com**/The Warren group first approached one of my colleagues –Ron Smouter back in May of 2000. He was pitching us on his –High Speed Sales Accelerator / Telesales, new business development sales model. At that time our company sold a web-enabled on-line, help-desk support services predominately with ISP's all over the world. His services were not a good fit at the time. If you know Murray , he never quits and is so persistent till he get what he wants. We are glad he never gave up --- It's been 6 months since we retained **Murray Warren and Increased Revenues.com** to work with us on an out-sourced basis to do the following things ;

- Design , build and manage a 2 person Telesales department to focus on corporate enterprise solutions (our new business model) all over North America , the goal to generate leads and web-based demonstrations for our sales team to sell to,
- Create a bigger sales funnel of bona-fide opportunities for our expensive sales team to sell to , get them off the phone prospecting and making cold-calls to gain interest and have them presenting to more qualified new accounts and closing more business,
- Develop all of the Internet based presentation format selling skills training material . Including making LIVE sales calls and putting them down on audio cassette to create a library of training information,
- Provide coaching and training for our outside sales team members on how to prospect and cold call decision makers and get meetings booked

As a technology based company almost all of our energy, time and focus is on our services and products we market. We are not experts at pro-active business development and building a sales pipeline. We have a killer 'app' and need to find early adopter, visionary thinkers that will buy in to what we have. Enter Murray Warren, if you don't

successful at making cold –calls. What an eye opener it was, getting on the phone reaching out, setting up a web based demo, gaining agreement, moving the client towards a closed deal or a “proof of concept” business validation trial – this selling system works and is getting us business and our team is increasing their customer contact time which all leads to more bottom line business.

You will get full value on your investment in Murray and the knowledge he can share with you.

Thank you and I wish you much success.

Regards,

A handwritten signature in black ink, appearing to read 'Bruno A. Hoffman', with a long horizontal flourish extending to the right.

Bruno A. Hoffman
VP Business Development
PCsupport.com Inc.