

March 28, 2001

Murray Warren from IncreasedRevenues.com (Formerly The Warren Group) had been courting and wooing our firm for over 12 months before we retained his new business development and sales consulting services in June of 2000. Our 10 year old full service end-to-end business printing company was going through a major breakthrough transformation / evolution throughout the last 12 months.

We had been a brick and mortar business printing company and we have now fully evolved into a click and order ASP browser based, online printing E-procurement and printing management tool. We create a digitized library, a complete archive of our clients marketing materials and custom design a web site so they can order, change, get quotes, receive proofs online and offer complete seamless management of all their business printing right from their desktop computer 7, 24, 365.

Great idea and concept, big challenge and obstacle "*How do we reach out to the corporate sector of our B-to-B model and identify and qualify our prospects needs , create interest and get in to pitch our idea to them to create a Sales Pipeline of business opportunities?*" Enter Murray Warren, this person is 'Titanic' sales dynamo, let me list the added value sales and business development things he has done for our company;

- a) Hired and recruited Telesales people to generate leads and meetings for our sales people, capturing all of the market intelligence and putting this into a CRM system
- b) Created all of the scripts for Canada and US markets, tested the scripts by making live calls and tape recording them to assess and critique
- c) Hired 4 outside sales people for our company and developed the face to face sales presentation material and coached them on how to close the deal
- d) Provided on-going coaching and training for the telesales people and outside sales team members, and
- e) Created a PR, press release program to get exposure and awareness from the media

After 5 months now, our sales have increased a minimum of 20%, we have penetrated prime mid tier and high tier accounts, nailed down and earned their business and documented their interest and sales criteria, specifically '**When**' they will buy from us in our CRM system.

Murray knows sales, telemarketing and business development strategies like Shaq knows basketball. Any company that really wants to accelerate their sales, penetrate new markets and do it really fast and efficiently should retain his services right away.



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