

SAVE ON LASER
Laser Printer Supplies & Service

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To whom it may concern;

Our company for the last 12 years has been involved with re-manufacturing laser toner cartridges and selling them to the corporate marketplace . We have outside sales team members that go out and take care of our existing customers and are responsible for prospecting and getting new accounts . The Warren Group / Murray Warren first approached our firm in June of '98 with his pro-active new business development concept. We determined that it was not right for us at the time . The 3rd quarter of 98 was not the best for our company , we were looking for a way to boost sales up , so I called Murray and The Warren Group in November of 98 , to see how they may help with our new business development efforts

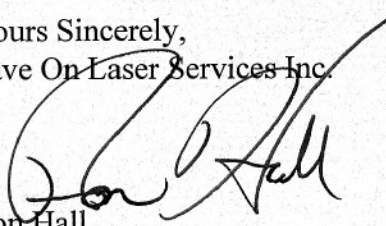
Murray came on board and assessed that the sales team could be more pro-active than they have been , there had been some attrition of the account base , and the existing past and dormant accounts were a potential goldmine of business just lying there . Within 7 weeks he had sourced out 2 very appropriate inside business developers for our company, developed all of the scripts and presentation material to be used over the phone and provided coaching and telesales skills training for the team

It has been about 2 months now and I can't tell you enough about the 2 new people hired for our company . Christine is an inside sales / Telesalesperson's dream , organized, professional , super computer literate and skilled over the phone -- pro-actively . Matt is starting to really take off, he will be a valuable asset to our sales initiatives .

Right now we are cross-selling and upselling our entire account base, locating high value business that is just lying dormant in our existing accounts -- it's fantastic . I wish we would have done something like this 3years ago , we would have been way higher up on the rungs of the sales performance ladder . We are locating great accounts , quoting them on their business and winning new good accounts

Thank you for your efforts , the people you helped recruit and the scripts you've designed. You have really helped us to get to our next sales level .

Yours Sincerely,
Save On Laser Services Inc.


Ron Hall
President