



SOFTREND
SYSTEMS INC.

March 18, 2009

To Whom it May Concern

We at Softrend Systems Inc. have developed a unified, all-in-one one-business software solution called *Foundation 3000*™ that runs every department for any Wholesale Distribution company. We have been marketing this ourselves for over 10 years to companies across Canada. Previously, we would get a certain amount of leads each month but it was never enough to take our sales revenues to the level were looking for.

We wanted to find ways to **expand our audience and increase our market share**. Murray Warren cold calls us in October 2008 to talk about his successful **In-House Tele-Sales/ Inside sales set-up and design services**, which he claims will locate 100% - 300% more qualified customers, be able to get in front of more accounts and close accounts 50% faster than what we are doing presently

Murray is laid back, likeable guy, we checked out his references and retained him. It's now March 2009 and Murray has more than lived up to his claims. Aside from being fun to work with, let me share with you what he's delivered;

- He has located an excellent business developer named Jonathan who can open up new accounts (2 - 4 per day). He has set up more demos in 1 week than we have achieved in a typical quarter
- The Tele-sales scripting and Live Cold Call training and recording of the calls was a real eye opener on what can be achieved over the phone
- Murray has helped us with our web based demo presentation skills. Specifically taken his trademark NOSE to CLOSE web based demo 6 step template and customize it for our company. It is extremely effective and helps to qualify or disqualify the accounts fast and get rid of our constipated sales funnel.

Our **sales pipeline has increased from \$ 60,000. to over \$ 250,000.00 in less than 2 months – well over 300%**. Murray's web based demo design; appointment-setting strategies, closing skills and objection handling techniques have made us more prepared for this tough economy. The economy is down and we have more sales momentum than we have ever had.

Murray, we thank you so much for all your help.

Continued success buddy,

Sandy Milne
VP Marketing
Softrend Systems Inc.