

Wednesday, February 09, 2000

To whom it may concern,

We had been outsourcing our telemarketing and business development to an off-premise telemarketing consultant for 2 years before Murray Warren of The Warren Group approached our company. The quality and quantity of the leads we had been receiving never seemed proportionate to the amount we were investing. Murray suggested creating an internal business development department within Syncronet.

Since the implementation of this plan, Syncronet has seen many significant improvements. Our monthly marketing costs have decreased, as well we have attained much better control over the business development and management of our sales pipeline. We have benefited from The Warren Group's on-going training and coaching of our employees, helping them to increase their performance and to get better results.

It's been 4 months now since we decided to give Murray and The Warren Group the project and the results have been extremely satisfying. Murray knows exactly what he's doing: in less than 5 weeks he has created a telemarketing/business development department in our company. He sourced an excellent business developer for us, Deb Cross, created a "right on the money" script/call guide and further tested and debugged the script by making live telesales calls and taping them.

It was well worth the investment to have Murray orchestrate our pro-active business development division for our company: he can deliver the goods!

Sincerely,

Russ Walker. Pres.