



Contact: Jeff Hardesty; President
Tel: 740/881-1691
Email: Jeff@convertmoresales.com

FOR IMMEDIATE RELEASE

OFFICE PRODUCT COMPANY FINDS WAY TO INCREASE NEW SALES APPOINTMENTS AND SPEND LESS TIME DOING IT

*—Davenport Iowa Sales Team Improves Sales Competency 8X
and Reduces Prospecting Time by 500%—*

Powell, OH, March 27, 2004—How can you add new appointment activity and spend less time doing it? Ask the sales team at Command Business Systems in Davenport Iowa. They recently completed the X2 Sales System™ 2-Day Initiator® Boot Camp with the objective of securing more 'Top-down' appointments in less time. And what they found out they wouldn't have believed.

"Before I recommended the X2 training, sales management participated in the X2 ROI Survey process," said Jeff Hardesty, developer of the X2 Sales System™ and President of JDH Group, Inc., a sales performance company. "They were almost running on all cylinders, but the X2 diagnostics pointed out an interesting equation. In order to meet their revenue objective, they needed to improve sales activity by 23%. In their case, that was only 32 more appointments per month. But they really didn't have any more time to realistically allocate to it. There are only so many hours in the day, and it's easy to run out of bandwidth. And having to talk with 10 prospects before you achieve 1 appointment uses a bunch of bandwidth."

Command Business Systems (<http://www.commandbusiness.com>) is a privately held Office Solutions Provider with sales offices located in Davenport, Iowa. They provide document management solutions to businesses through a direct sales force in the Quad City area.

The X2 Sales System™ and the Initiator® training process trains to one objective; improving sales individuals Conversation-to-appointment ratio to 51%+. This is accomplished through a 3-Phase 6-week Process encompassing 4 distinct Learning Platforms; CBT, WBT, customized Desktop Software simulation and Instructor facilitation.

"The opportunity I saw was to increase their appointment setting competency by about 500%," continued Hardesty. "That would allow them to spend less time to secure the additional appointments they needed to reach their revenue objective."

Although that appears to be a rather lofty goal, the X2 Sales System™ historical results show an average competency improvement of 577% and 2-day training ROI of 1168%.

“So I knew if they just follow the training process,” Hardesty continued, “history would probably repeat itself and we’d meet the training goal. I saw it as very realistic.” Hardesty went on to say that since he puts his money-back guarantee on the X2 Sales System™ and Initiator® training process, the diagnostics are critical to evaluate the training outcome versus the training objective.

The results of the 2-Day Boot Camp were a competency improvement of 838% enabling a 67% Conversation-to-appointment ratio. The training ROI was estimated to be 710% based off all the new ‘Top-down’ appointments set and the teams current performance numbers. “I must say, this has opened eyes from our current strategy of selling,” said Paul Mulholland, Senior Account Representative. “The X2 will relieve the pressure of cold calling. I would like Jeff to ‘can’ his lines and sell them. I feel the X2 routine will make my time very productive.”

Now instead of Paul and his sales associates allocating over 9 hours a week each for prospecting, they can now achieve the required number of appointments in less than 5 hours. That will allow them to increase capacity and pursue higher-value, solutions-based selling opportunities.

About JDH Group, Inc.

JDH Group, Inc. was founded in 2004 with the mission of increasing performance for direct sales organizations. The X2 Sales System™ trains to one objective; improving sales individuals Conversation-to-appointment ratio. This allows sales people to spend less time to achieve the necessary number of ‘Top-down’ business appointments to assure their monthly success.

They offer a no-risk Pilot program for companies to evaluate the results. Corporate universities and trainers are then certified to the Process and adopt the X2 system into their current Learning Management System. Customization via web technology and ongoing support by JDH Group enables sales leadership and corporate trainers to adapt the system over time to maintain high conversation conversion ratios and maximum revenue results.

JDH Group is a privately held company and can be found on the web @ <http://www.convertmoresales.com/>

Jeff Hardesty, developer of the X2 Sales System™ offers a complimentary analysis of your sales organization performance metrics @ http://www.convertmoresales.com/roi_survey.html