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ROCKFORD ILLINOIS SALES TEAM SETS NEW PERFORMANCE TRAINING RECORD

—2-Day Boot Camp Reaps Sales Team 71 New 'Targeted' Appointments & Improves 'Cold Calling' Competency by 320%—

Powell, OH, November 18, 2004—The TDS Metrocom sales team in Rockford, Illinois will no longer hesitate to pick up the telephone and sell the 'Business reason to meet' to a C-level prospect. They recently implemented the X2 Sales System™ and participated in the X2 2-Day Boot Camp. Their hard work will be keeping them busy for quite some time, setting 71 new 'Top-down' appointments during the hands-on performance training session.

"I have to take my hat off to the Rockford team," said Jeff Hardesty, Developer of the X2 Sales System™ and President of JDH Group, Inc. "They did a great job following and completing the X2 Pre-training before I arrived in town. And it showed. Achieving 71 new targeted appointments with only 6 individuals speak for itself. And it's a new X2 record."

TDS Metrocom, (<http://www.tdsmetro.com>) a facilities based company, provides local, long-distance and high-speed Internet services to businesses in communities throughout Wisconsin, Illinois, Michigan, Minnesota and North Dakota.

Top management recently signed on with the X2 performance training. With over 100 sales representatives, they were looking for a vehicle to allow them to set more targeted sales appointments.

And they wanted to do it with business levels that had fiscal authority.

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 X2 2-Day Boot Camp is the middle phase of the performance training process," continued Hardesty. "The sales participant's only responsibility is to keep an open mind and conduct at least 10 target conversations. Historically, the X2 Initiator® Desktop training tool and I will do the rest."

Hardesty personally acts as a competency training coach for companies until their own corporate trainers are certified in the X2 process. "I forgot Jeff wasn't from our Company, remarked Randel Rapier, a TDS sales rep. "Not only do I think the X2 built up my confidence in the appointment process but the stage is set for a more confident sales appointment to run as well.

There are tools available in the X2 training that apply to both 1st time sales reps as well as talented 'Phone guys'. That is rare in any sales training."

Results of the Pilot Program Boot Camp were a Competency improvement of 320%; from 25% before training to 80% after. That resulted in setting 71 new 'Top-down' appointments as they worked through the learning curve. Hardesty said, "All performance numbers remaining the same, that should flow through to a training ROI of 2500%. And that's just in 2 days."

Gary Kieper, sales rep in the Rockford office remarked, "This training is absolutely the most beneficial sales training I have ever had the pleasure of being in. The list includes Zig Zigler and Tom Hopkins Boot Camps."

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