

X2 Sales System™

Testimonial Samples

"Initially we were very leery of Jeff's training process. But with Jeff's money-back guarantee we felt we had nothing to lose and a lot to gain. As we got into the Process we saw that this was a big Win for us.

It's been so strong we have actually re-vamped our Cinergy Communications University into a 2-week Boot Camp that you actually go through when you hire on here. This is really a missing piece we've had in our sales training for a long time. Getting in front of a real live Prospect we had some rather old fashion and pedestrian ways of going about that. We now use the X2 process in our day-to-day sales."

John Johnson
Vice President of Sales
Cinergy Communications
Evansville, IN

"We were having difficulty getting in front of prospects. Once we got in front of the right prospects our ability to gain the business was high. So we hired Jeff Hardesty and the X2 solution to help us with the ability of getting in front of more prospects. The X2 Boot Camp and training process literally changed our Culture as it relates to how we prospect. We've gone from setting 12 appointments per week to setting over 30 appointments per week consistently. If you take that to a monthly basis, that's taking it from 40 appointments a month to 120 appointments. It's been a great success.

We have integrated the X2 system into our sales process. It is the 1st step in our 7-step sales process.

We now train our new sales reps to the X2 appointment setting methodologies. There is no question that X2 has increased our Conversation to appointment ratio as well as the confidence of our account executives as they're picking up the telephone to make their prospecting calls.

We had the X2 Boot Camp in March of 2004 and in the last year grew the company over 24%. A portion of that success is from getting into more targeted accounts using the X2 Sales System™."

Chuck Hegarty
Vice President of Sales
ITS Communications
Grand Rapids, MI

"Being a Sales leader measured by the number of businesses we meet with Face-to-Face on a daily basis, I was extremely skeptical of the whole idea of setting sales appointment by phone and seeing the sales come in as a result of those appointments. However, after participating in my first Boot Camp, the appointments and results spoke for themselves.

Now our company is reaping the benefits from the revenue as well our sales team is working much smarter because of the X2 process. As a Director of our southern offices, I see my teams driving less, making more appointments with the main decision makers, closing more sales and that's putting more money in their pockets making them much happier sales people.

Thanks to the X2 Sales System™ for making our 'process of selling' more productive for our sales people and our whole company."

Rachael Spann
Southern Regional Sales Director
Cinergy Communications

"I must admit I was first skeptical of Jeff Hardesty's promise of a 51%+ Conversation-to-appointment ratio. My team's cold-calling results up to this point were between 5-7%, and I just did not see how the X2 Initiator™ system could quadruple my team's performance. Obviously after attending the X2 Boot Camp and witnessing my team achieving a 64% conversation conversion ratio I truly became a real believer in the system. My team set 41 new appointments with a projected ROI of 1345%. That's phenomenal.

Richard Allen
Sales Manager
TDS Metrocom, Ann Arbor

"I was very pleased with the results I received. I think the largest increase has been on the quality of appointments. Being able to get in front of business people who can make the decision was directly affected by attending the X2 Boot Camp. I saw results in my numbers up to 50% and even higher. It's still hard to say, they're increasing daily, so I don't know where it's going to stop. We were very impressed from the level of attention we received from the proctor, Jeff Hardesty during the X2 process. I was also impressed with his knowledge of the sales industry.

We have committed to continuing the X2 process. Whether I'm here or anywhere I will always take this into any business I am in.

Joseph Green
Sales Manager
Cinergy Communications
Louisville, KY

"I can not believe the improvement. We started at 10% and 2 weeks after Boot Camp we're at 62%. My top rep is at 78%. I can not believe the improvement not only in the numbers and the competency, but in the attitudes of my direct reps." Jeff came from our Industry so he brought a lot of credibility to the Table. Jeff was great during 'Ping-Pong'. He offered solutions and alternatives and where to go find them within the X2 Initiator system.

The X2 training was unique to any other sales training. 'Boot Camp'. Need I say more! I have learned a lot...and so have my direct reports."

Michelle Cumber
Sales Manager
TDS Metrocom
Green Bay, Wisconsin

"I want to let everyone know how well the X2 program has worked for us. Jeff's program has made a huge impact as far as how many appointments we were getting before X2 and how many we're getting now.

We've increased our appointments over 300% since implementing the X2 Boot Camp and going through the 30-day process. I've got a team of excited people because it's helping them get into levels of a company that we were not to before. In the past we were talking to lower levels. We're excited about the process because it's obviously going to generate more profitability and sales."

Brian May
Branch Manager
Gordon Flesch Company
Joliet, IL

For a complete Testimonial list including X2 Client Audios go to:
<http://www.convertmoresales.com/testimonials.html>