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TELECOMMUNICATIONS COMPANY ATTRIBUTES 12-MONTH REVENUE INCREASE TO NEW SALES TRAINING SYSTEM

—Sales Division Boosts Revenue by 24% in Competitive Industry —

Powell, OH, May 24, 2005—Chuck Hegerty, VP of Sales for ITS Communications didn't have to re-invent the wheel, he just needed to find a way to execute on an old Sales principle; If you increase your sales activity by 24%, you'll increase your sales results by 24%, all other factors remaining the same. And he did just that.

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

Mr. Hegerty and his sales team participated in the JDH Group 6-week performance improvement process dedicated to teaching sales professionals how to achieve targeted 'Top-down' business appointments at a conversion ratio of over 50%.

"Successful performance training is a Process, not an Event," said Jeff Hardesty, developer of the X2 Sales System™. "Because this training process encompasses 4 distinct learning platforms and is implemented over 3 phases, it allows the majority of participants to achieve the training goal, which is measurable, not arbitrary. The only thing they have to do is just participate in the process."

ITS Communications (www.itscommunications.com) is a voice, data and Internet Company providing tier-1 bundled services to medium and large enterprise customers. A regional company, they rely heavily on their sales division to market their offering to businesses. And in a mature market like telecommunications, business people are bludgeoned with sales calls. So getting an initial audience at a level with fiscal authority to start a sales process is a big downside for many sales people.

"The results of the 6-week X2 training process were pretty good", Jeff Hardesty continued. "The ITS team increased their new appointment conversion ratio by 450%. All they needed to do was to incorporate the new skill-set into their daily sales routine and keep a handle on their performance metrics."

Mr. Hegerty stated they did just that. "We have integrated the X2 system into our sales process. It is the 1st step in our 7-step sales process. And for getting new-hires up to altitude quickly, Chuck said, "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."

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