



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

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**TELECOMMUNICATIONS COMPANY ADOPTS THE X2 SALES SYSTEM™  
AFTER WITNESSING A 635% IMPROVEMENT  
IN NEW APPOINTMENT GENERATION**

*—Competitive Local Exchange Carrier finds an effective  
Cost-effective approach to increasing Revenue —*

**Powell, OH., April 8, 2005**—Cinergy Communications, a Competitive Local Exchange Carrier out of Evansville Indiana concluded the implementation of the X2 Sales System™, a sales improvement system focused on improving sales individuals appointment production.

After a successful Pilot program conducted in their Nashville territory, JDH Group, Inc. partnered with Cinergy Communications sales leaders to implement the system throughout their selling regions. The 6-week training process resulted in an appointment competency improvement of 635%, greatly reducing the time it took for individual sales reps to secure new sales opportunities.

"Initially we were very leery of Jeff's training process," said John Johnson, Vice President of Sales for Cinergy Communications. "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."

The goal of corporate universities and their training systems is to change behaviors enough to improve business performance in a measurable way. The X2 Sales System™ is a blended training process encompassing distinct Learning Platforms. "I developed this training system to the opposite of traditional sales training," said Jeff Hardesty, President of JDH Group and developer of the X2 Sales System™. "The X2 theme is successful sales performance training is a Process, not an Event. This training experience is a 6-week progression with 3 different phases to pass through. That training method, along with a customized Desktop simulation tool and a 2-Day working Boot Camp is what makes it achieve those results."

"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," said John Johnson. "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."

## **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/index.html>

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](http://www.convertmoresales.com/roi_survey.html)