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**ITS TELECOMMUNICATIONS SELECTS THE X2 SALES SYSTEM™ TO
SUPPORT NEW PRODUCT LAUNCH OF 'IXC DIRECT'**

*—New Competency Training System Increases Sales Reps
Appointment Setting Ability by 450% —*

Powell, OH, May 24, 2005—Chuck Hegerty, VP of Sales for ITS Communications had some good news and some bad news. The good news was that this 20-year business telecommunications provider developed a new service called IXC Direct. It provided huge benefits in speed and cost for medium size business. The bad news was they were having difficulty getting in front of enough of the right prospects to let them know about it. And you didn't have to tell Chuck that was a disaster waiting to happen.

"We were having difficulty getting in front of prospects," said Mr. Hegerty. "Once we got in front of the right prospects our ability to gain the business was high."

Jeff Hardesty, developer of the X2 Sales System™ suggested to Chuck a ROI Survey diagnostic process. The results indicated the ITS Sales team needed to double their new appointment activity in order to meet their Market Roll-out sales goal. The question became, was that attainable?

"The company definitely had a product that had a right to win in the marketplace. They had a niche," said Jeff Hardesty. "But they needed a sophisticated system to show them how to set real business appointments. In other words, they needed to learn how to effectively communicate at the 'Business level' to achieve more targeted activity. And they didn't have all day, every day to get it done."

After the ROI diagnostic review, Mr. Hegerty stated, "So we hired Jeff Hardesty and the X2 solution to help us with the ability of getting in front of more prospects."

The results of the X2 training were a substantial increase in target conversation conversion ratios with a competency gain of 450%. They also received an estimated 720% training ROI from attending the 2-Day Boot Camp.

"The X2 Boot Camp and training process literally changed our Culture as it relates to how we prospect," said Chuck Hegerty.

"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."

So great, they have incorporated the X2 Sales System™ into their current sales process and the new-hire sales training to improve the time it takes to ramp to sales Quota.

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