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SALES PERFORMANCE COMPANY REPORTS FIRST YEARS TRAINING RESULTS

—2-Day Prospecting 'Boot Camps' Produce 1074 New 'Top-down' Appointments—

Powell, OH, October 7, 2005—The idea of identifying a 'Prospecting' conversation as a key sales Competency, training to it with a tactical system, setting a minimum benchmark of success and then consistently measuring the results is a new concept to most sales organizations. But for the five companies that trained to the X2 Sales System™ and participated in the Initiator® appointment setting Boot Camps it is no longer a new concept but a much needed reality.

"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. This was really a missing piece we've had in our sales training for a long time."

Jeff Hardesty is President of JDH Group and Developer of the X2 Sales System™. He remarked, "Most sales organizations don't have a comprehensive system in place to train to the competency of 'Opening doors' to initiate their current sales process. It's been my experience that training to that one competency first, will get you the quickest and most consistent sales results. It certainly gives the greatest training ROI."

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.

In their first year, JDH Group implemented the X2 Sales System™ for 5 sales organizations in 28 locations. The middle training phase of the X2 process is a 2-Day 'working' Boot Camp in which each participant is coached through their personal learning curve via live prospecting calls.

"Most training takes the sales reps off the streets and may cause everyone to fall short at the end of the month", Hardesty continued. "The X2 Boot Camp actually provides additional revenue due to the number of new appointments being set."

A past Vice President of Sales, Hardesty is a big proponent of training ROI. First year clients received an average of 1168% training ROI from the 2-day event. The ROI is determined from the number of business appointments set and the client's sales performance numbers.

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

The average sales individual participating in the X2 training process increased their Conversation-to-appointment ratio to 57% for a conversion improvement of 577%.

"This training is all about spending less time to achieve more results," said Hardesty. "My client's sales people were averaging a 10% prospecting conversion ratio; now they're averaging 57%. They were spending 12 hours a week trying to set appointments, now they're spending 5-6. That's more for less."

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