



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

FOR IMMEDIATE RELEASE

SALES PERFORMANCE 'SYSTEM' DEVELOPER PROVIDES DIAGNOSTIC PERFORMANCE REVIEWS FOR SALES EXECUTIVES

*—1ST Year Clients Receive Performance Improvement of 577%
& Training ROI of 1168% —*

Powell, OH, August 7, 2005—Before you spend time and money investing in sales performance training, check with Jeff Hardesty, President of JDH Group, Inc. and developer of the X2 Sales System™. Whether you're a Training Director in charge of your corporate university, VP of Sales responsible for results or a CFO who looks at the bottom line each month, Jeff Hardesty can not only tell you where your sales competency links are broken but can point you to ways to fix it. And if it's a lack of targeted sales activity that's holding you back, he'll show you how to repair it, predict your training ROI and guarantee the results.

No newcomer to sales performance diagnostics and sales competency improvement, Jeff has been a VP of Sales specializing in start-up and Turn-a-round missions for various Sales organizations. "Each company I've entered as a VP or consultant, I always started by looking at their current sales performance metrics and group competency ratios," said Mr. Hardesty. "It's amazing how the numbers always shine a spotlight on the quickest way to 'Right the ship' and improve the revenue results in line with the corporate objective. With a little help from my performance software tool, this diagnostic exercise hasn't failed me yet."

In fact, his diagnostic process led 3 consecutive sales companies to an average 172% growth within the first year of his 'Radar-guided' performance training.

In January 2004, after 2 years of development, JDH Group rolled out the X2 Sales System™; a 'Top-down' appointment setting process. 1st year clients received a competency improvement increase of 577% and training ROI of 1168%.

Jeff continued, "I donate a diagnostic assessment to sales organizations through the X2 ROI Survey. They invest 10 minutes of their time to fill in performance numbers, and I do all the work. Once the results are calculated, we share 20 minutes to go over the results."

The end result is a different way of looking at sales competency and performance numbers. With the help of a software program, it points to areas of strengths and weaknesses parallel to a company's stated revenue objectives.

This diagnostic exercise helps sales leaders understand where training is actually needed in line with their stated objectives. So they can effectively develop or outsource sales training that will be the most help in the least amount of time.

“The system calculates ROI within three sales performance silos; total sales force percent-to-quota, New-hire Ramp-to-quota and Sales employee Turnover costs,” said Hardesty. “All three of these performance silos can be linked to performance and hard-dollar ROI. It’s very interesting. The numbers don’t lie.”

JDH Group recommends as a Golden rule for training initiatives to only train to one sales competency at a time, with a defined training goal in ‘measurable’ terms. That will lead to the best overall result and the quickest training ROI.

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