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TDS METROCOM COMPLETES APPOINTMENT SETTING PILOT PROGRAM

*—Sales Performance Test Program Results in 57% Conversion Ratio
Resulting in 70 New 'Targeted' Appointments —*

Powell, OH, July 24, 2004—As a member of the Telephone and Data Systems (TDS) family of companies, TDS Metrocom, (<http://www.tdsmetro.com>) a facilities based company, provides local, long-distance and high-speed Internet services to businesses in communities throughout Wisconsin, Illinois, Michigan, Minnesota and North Dakota. With over 100 sales representatives, they were looking for a vehicle to allow them to set more targeted sales appointments. And they wanted to do it with business levels that had fiscal authority.

After a ROI Diagnostic Evaluation with Jeff Hardesty, developer of the X2 Sales System™, they decided to enter into the X2 Pilot Program in one of their sales offices to see if it worked. In July their Appleton Wisconsin sales team walked into the X2 Boot Camp.

"The folks at TDS did a pretty good job in the X2 Pre-training," said Jeff Hardesty, developer of the X2 Sales System™. "Most sales reps have never been through a non-traditional training process, that is, a 3-phase blended process over 6 weeks. Traditionally, they expect a one time Event, and then they go back to what they normally do. That doesn't accomplish anything."

Training experts agree the main goal of any performance training is to change behaviors in a way that improves sales performance. "The key is the implementation process and getting measurable results," continued Hardesty. "That builds the momentum for the competency to stick and the new skill-set to be used in the daily sales routine. Another key is organizational commitment from the top, so everyone is on the same page with a measurable training goal communicated throughout the ranks."

Jay Ourada, sales manager in Appleton stated 30 days after X2 implementation, "Before we were averaging about 4 new appointments per week, now we are up to 8. That's a vast improvement as a team."

The X2 training process and supporting software tools train to a 51%+ Conversation-to-Appointment ratio with C-level executives. Accomplishing that skill-set will lead to more sales revenue in less time. "Our conversation-to-Appointment ratio as it stands right now is sitting at an improvement of 465%, which is astronomical," Jay added.

Jeff Hardesty personally conducts a 2-day working Boot Camp as the middle phase of the 6-week training process. That's where he personally works each participant through their own learning curve, moving them beyond a 50% conversion ratio.

"I tell the X2 participants that the only thing they are accountable to during the 2-day Boot Camp is to have an open mind and conduct at least 10-16 prospect conversations over the telephone. If they have completed the pre-training phase, the X2 system and I will do the rest."

Results of the Pilot Program Boot Camp were a Competency improvement of 470%; from 10% before to 57% after. That resulted in setting 70 new 'Top-down' appointments. Hardesty said, "All performance numbers remaining the same, that should flow through to a training ROI of 1840%."

Michelle Cumber, sales manager for the Green Bay office remarked, "I can not believe the improvement. We started at 10% and 2 weeks after Boot Camp we're at 62%. My top rep is at 78%. I can not believe the improvement not only in the numbers and the competency, but in the attitudes of my direct reps."

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