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TDS METROCOM COMPLETES COMPANY-WIDE ROLL-OUT OF THE X2 SALES SYSTEM™

*—Implementation of New Sales Performance System results in
2522 new 'Top-down' Appointments —*

Powell, OH, April 7, 2005— TDS Metrocom, (<http://www.tdsmetro.com>) a member of the Telephone and Data Systems (TDS) family of companies, recently completed the implementation of the X2 Sales System™ in all of their sales offices located through the Midwest US. Over 4 months, sixteen individual sales teams participated in a 6-week training process to learn how to set 'Top-down' appointments at a high conversion ratio.

The results of the training system roll-out were a competency improvement of 437%, or a 56% Conversation-to-Appointment ratio. The skill-set improvement led to a 75% improvement in new sales appointments being set.

Jeff Hardesty, President of JDH Group and developer of the X2 Sales System™ said, "The single objective of the X2 training is to allow a sales rep less time to set the necessary amount of appointments each week to be successful at the end of each month. And the target to which we train to is the highest appropriate level of contact for a client's product or service. Because initially sitting down with the business people with fiscal authority normally leads to higher revenues per sale and less turf battles through the sales process."

The X2 training process has 3 phases; Pre-training, a 2-Day working Boot Camp and a 28-Day Handshake process to cement in the new skill-set. The process resulted in over 2500 new targeted appointments being set for TDS Metrocom.

Jim Smoltz, senior sales manager for the TDS Ann Arbor market commented, "This system is so well put together, if you just follow the guide-lines, you will learn everything you need to become successful at producing more appointments which as a result will provide more dollars in the pocket for a sales person."

Hardesty said in a successful training initiative, sales leadership must lead the process through to completion. "TDS leadership did a great job in picking up the ball and running with it after the 2-day Boot Camp phase of the training. That's the key. If you take a look at the Boot Camp results for all 16 teams, they improved their conversation conversion ratio by 647%, up to 60%. That's incredible.

But they maintained a 56% conversion ratio for the next 30 days, which is the key to locking in the skill-set. Now, most of those folks will never look back, and are spending a lot less time to achieve more targeted appointments."

What about the revenue up-tick? Hardesty said, "If you increase your front-end appointment activity by 75% company-wide, most of that should flow through to the end revenue result. It's just important for everyone, sales reps and managers, to keep their eye on their other performance indicators."

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