



**BELMONT**  
**EQUIPMENT & TECHNOLOGIES**

Divisions of Cleary Developments, Inc.

*"Everything for EDM"*

*ISO 9001:2000 Registered*

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To Whom It May Concern:

We began working with The Sales Matrix back in 2003. Initially we hired them to develop a sales training program that was built around our industry, our products and our people. They accomplished what we had asked, a training curriculum and **reinforcement** program that helped make us the most feared sales force in our industry. A program that was not like the other "short term" trainings we've used over the years where two weeks after the training, the entire sales staff has forgotten it even took place. We wanted the training reinforced and made a habit in the everyday activities of our sales staff.

We had always been a leader in our market, but with the new direction of our sales focus, program and tools; we have continued to grow our sales each year. Our industry as a whole has been shrinking due to the US manufacturing market. Additionally, we were able to maintain customers that were threatened due to increased competition and the commoditization of some of our products and services. Now, our sales people sell based on value and customer needs and do not rely solely on price, thereby allowing us to grow not only in revenue and market share but profitability as well.

As our staff changed and our operations group burgeoned with new opportunities, we asked the consultants of The Sales Matrix to take on increasing roles in management and administration. Today, not only do they manage our outside and inside sales forces but they are intricately involved in the day to day sales strategies and administration of our organization and everything that relates to these functions. They work with our managers and vendors and are intimately involved in many aspects of our organization, even outside of typical sales opportunities.

While much of our competition continues to struggle, by selling on price alone, we continue to grow. We whole heartedly recommend The Sales Matrix to any company looking to increase sales and profitability but especially to those companies whose products, and or services, have become commodities rather than added values.....to the point where their profitability is threatened.

We have found the consultants of The Sales Matrix, while creating a lot of work and expense, to be trustworthy and dedicated to our success. Often times it requires a commitment from them beyond their original scope of work; this is why they are no longer our consultants but partners and friends.

We will continue to work with The Sales Matrix for the foreseeable future and continue to reach our annual sales objectives irrespective of what is going on in our industry. As long as competition exists, we have room for growth.

Sincerely,  
Larry & Bob Ianitelli

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