



A History of Craftsmanship...Since 1870.

Friday, June 08, 2007

The Sales Matrix
2527 North Eager Road
Howell, Michigan 48855

Re: Letter of Recommendation

To Whom It May Concern:

Recently I entered the National Time & Signal organization as their first Senior Vice President following a thirty year career in sales, marketing and operations leadership within the CUC, Cendant and InterActive Corp organizations. Ninety days ago the National Time opportunity appeared attractive for many reasons, including the solid foundation laid by Dan Kropchak and Brian Nixon. Today, having immersed myself in the business, I have discovered that the foundation created was even better than I had originally thought.

The Sales Matrix team worked within National Time for about two years. During that period they restructured the go-to-market strategy, recruited and trained a sales force, and developed and implemented a set of clear accountabilities. They also created a transition plan that provided me with the understanding and visibility needed to seamlessly begin my role. Due in large measure to their fine work the business is delivering 16% top line sales growth while maintaining solid operating margins within a declining industry.

In today's marketplace, change and transition have become an everyday reality. To someone facing the challenge of driving productive and enduring change I recommend The Sales Matrix. Their approach aptly combines the formulation of solid strategy with sales force selection and development in a way that produces real results. In my experience they know how to make a difference.

Sincerely,

Karl S. Hawes
Senior Vice President
National Time & Signal Corp.