



To Whom It May Concern:

I'm writing to document our experiences with The Sales Matrix. We hired The Sales Matrix to help us with the unique task of merging two different companies with two different sets of products and services with two distinct cultures and sales forces. The consultants at The Sales Matrix took the time to understand our companies both separately and in combination, so that the uniqueness of each would not be lost in the merge and creation of a singular go-to-market strategy.

After the strategy was settled upon, The Sales Matrix took the skill sets and personalities of the sales staff and crafted a singular comprehensive training program that allowed us to develop our new sales culture, complete with tools and a common language from which to communicate and sell to our combined market.

They then worked with me to help build the processes, procedures and tools with which to manage this newly combined program.

The Sales Matrix has invested itself fully in making our company a more focused sales oriented team. They get emotionally involved in the success of the people they train and have a genuine interest in the success of their client.

While they are passionate about what they do and will take whatever initiative they are asked to assume, they also work hard at keeping us focused on our roles in driving the success of the company.

In summary we continue to enjoy and benefit from our continuing relationship with The Sales Matrix and look forward to working with them into the foreseeable future.

Yours truly,

Bill Hinton  
VP of Sales