



The Sales Matrix
2527 Eager Road
Howell, MI 48855

To Whom It May Concern:

The training provided by The Sales Matrix was excellent and right on target for our company. With the tools you gave us, I am much more confident that our sales calls will be purposeful and bring more value from, and direction to, the intelligence collected. The way you have crafted the sales process to fit our particular need is a work of excellence. Now comes our duty to employ those tools to the benefit of our organization.

The Sales Manual exceeded my expectations. I didn't realize how it's a work in progress and can be expanded as necessary as we test the sales process and discover improvements. Its highest value is using it as a training tool for Sales Engineers in the future. I confess the process is simple, our challenge is to learn to use in fluidly and spontaneously in sales conversations.

Thank you for all the work, and the continued honing, you are doing on our Sales Manual. Our sales process is growing even stronger under your commitment to continuous improvement.

Kind Regards,

Charles Tellas
President