



technical concepts
Innovative Hygiene Solutions

Don Menrisky
President
Simplesoft Solutions, Inc.
10851 Yankee Street
Dayton, OH 45458

Dear Don,

I wanted to write and tell you how pleased we are with the results from our recent training for my outbound telemarketing group here at Technical Concepts. Simplesoft Solutions brought a strong knowledge of SalesLogix along with consulting services for outbound selling and marketing techniques. By observing our associates on the phone, from both a technical use of SalesLogix and selling skills, the trainer was able to fill in the gaps in both areas during our training sessions and really build a program that would work for us and our sales approach.

The trainer spent the time to learn about our solutions so she could guide the outbound telemarketing associates in developing their own questions and capability statements. She got them involved in the learning, which enabled them to sell in a more confident and professional manner. She helped them see our products for the solutions they solved rather than the features they offered. All of this has helped them to create interest at a higher level in the organizations we are targeting and has improved the appointment setting ratio for leads. ***We have seen steady improvement each month in appointment setting since the training. We are also coming off of our best month year to date and both Outbound Associates have doubled their monthly average.***

The training also included the proper use of SalesLogix in outbound telemarketing sales and marketing processes. She worked with us to develop the appropriate pick lists for our call types. She taught the right way to perform tasks in SalesLogix for proper follow up with prospects. All of this was done by working to understand and meet our unique needs with your knowledge of SalesLogix. Another advantage to working with Simplesoft Solutions on this project was the follow up sessions your company conducted with us. Once a week for several weeks we reviewed progress and this gave everyone an opportunity to ask questions as they were using the new methods they had been taught. I have benefited tremendously from the training as someone coming in to help organize and refocus the department and Janetta's expertise has been a stepping stone for my learning of SalesLogix.

Our relationship with Simplesoft Solutions is ongoing and we will continue to work with your organization to improve our ability to reach and keep our customers. Thanks again!

Ann M. Pedersen

Technical Concepts
Manager of Customer Service and Demand Creation

Technical Concepts Testimonial - CS and SalesLogix Training - 2006-09.doc

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