



Are you interested in
**Reducing Sales
Employee Turnover**
due to low activity?

Do you have a
'Best Practice' System
that allows more Sales reps to
**Achieve Quota
Each Month?**

Would you like to
**Ramp your newly hired
Sales reps to Quota**
in Less time?

Would you be willing to spend
Less time to **gain more**
'Targeted' appointments?

COMPANY OVERVIEW

Name: **TDS Metrocom**

Industry: Communications (CLEC)

Client Since: July 2004

Training Areas Covered:

- A. Sales Competency & Performance Metric Awareness
- B. 'Top-down' Appointment Strategy
- C. Setting 'Targeted' business appointments
- D. Identifying and achieving weekly activity goals

Training Objective:

- 1. Improve participants Conversation-to-appointment ratio
- 2. Improve number of new appointments
- 3. Set appointments with 'Targeted' decision makers to increase Results

I. The Challenge

TDS Metrocom had recently developed a tactical sales process flow starting with the 1st appointment and was getting good results.

But they were lacking an adequate number of sales appointments throughout their Midwest selling regions. They were looking for way to gain entry into small, medium and large enterprise businesses more routinely and spending less time in achieving it.

In addition, they were seeking a methodology to transition from a 'Bottom-up' sales approach to a 'Top-down' strategy to initiate their current solution-based selling process.

Added to this challenge, their Tier 2 and Tier 3 markets contained many like-type competitors, all vying for the same prospects. Communications is a mature market from the business prospect vantage point. Sales reps have difficulty separating 'Conditions' from 'Objections'.

Secondarily, they had recently acquired a company and were interested in having one singular prospecting method across all sales regions.

JDH Group Assessment: (Cons) Extremely competitive market with most competitors strategic offering based on saving money. No current methodology or process for targeted prospecting in place. Business people with 'Fiscal authority' normally do not sit down with telecommunications reps.

They currently were ineffective as a group with a 9% Conversation-to-appointment ratio, spending too much time to get too little results.

(Pros) Client service suite had a measurable benefit for small and medium size businesses, with both hard and soft dollars. Management supported a 'Mentorship' sales Culture. Sales leadership was open to a systematic approach to prospecting tied to results and was willing to lead a process to achieve it.

II. The Strategy

JDH Group's X2 ROI Survey diagnostic process showed that the TDS sales team needed to improve their new appointment sets per month by 45% in order to meet their sales objective. Realistically, they could only accomplish this by increasing their prospect conversation conversion ratio to the 50% range to spend less time to get the required number of new appointments each week. That would take a 500% increase in 'conversation conversion' ratios.

Secondarily, the team needed to differentiate themselves from their many competitors by targeting the 'C-level' prospect to decrease their sales cycle in days and increase their closing ratio. (Top-down approach) Prospecting contacts were limited to these titles of responsibility and prepared for the 2-day X2 Boot Camp.

The X2 Sales System™ 6-week training process was initiated with the training objective set at improving the TDS team's prospecting competency minimally to a 50% conversion ratio, or an improvement of 5.5X.

Case Study: TDS Metrocom

III. Training Results

JDH Group implemented the X2 Pre-training process in TDS Metrocom locations and facilitated (16) 2-day X2 Boot Camps. After a review of the customized X2 Initiator™ Desktop training tool, participants made live prospecting calls utilizing the X2 conversation methodology and individually entered into coaching sessions with Jeff Hardesty, developer of the X2 Sales System™. Each participant was exercised after each conversation, working them through their personal learning curve.

2-Day X2 Boot Camp Results

- Conversation-to-appointment ratios increased to 61% for a conversion improvement of 664%.
- 780 targeted 'Top-down' appointments were set
- Based on the number of new 'Top-down' appointments set and their current sales performance numbers, the training ROI estimate was 1458%

30-day Results

- Conversation-to-appointment ratios held at 56% for a conversion improvement of 437%
- 2522 targeted 'Top-down' appointments were set
- 75% increase in overall appointment activity
- X2 Sales System™ incorporated into TDS Metrocom Learning Management System
- X2 training process inserted into new hire training to shorten ramp-to-quota



Blending Technology, Process & Best Practices to Achieve Superior Results

Testimonials...

"I must admit I was first skeptical of Jeff Hardesty's promise of a 51%+ Conversation-to-appointment ratio. My team's cold-calling results up to this point were between 5-7%, and I just did not see how the X2 Initiator™ system could quadruple my team's performance. Obviously after attending the X2 Boot Camp and witnessing my team achieving a 64% conversation conversion ratio I truly became a real believer in the system. My team set 41 new appointments with a projected ROI of 1345%. That's phenomenal.

Richard Allen, Sales Manager
TDS Metrocom, Ann Arbor

"I was very pleased with the results I received. I think the largest increase has been on the quality of appointments. Being able to get in front of business people who can make the decision was directly affected by attending the X2 Boot Camp.

I saw results in my numbers up to 50% and even higher. It's still hard to say, they're increasing daily, so I don't know where it's going to stop. We were very impressed from the level of attention we received from the proctor, Jeff Hardesty during the X2 process. I was also impressed with his knowledge of the sales industry.

We have committed to continuing the X2 process. Whether I'm here or anywhere I will always take this into any business I am in. Joseph Green, Sales Manager
Cinergy Communications
Louisville, KY

"I can not believe the improvement. We started at 10% and 2 weeks after Boot Camp we're at 62%. My top rep is at 78%. I can not believe the improvement not only in the numbers and the competency, but in the attitudes of my direct reps."

Jeff came from our Industry so he brought a lot of credibility to the Table. Jeff was great during 'Ping-Pong'. He offered solutions and alternatives and where to go find them within the X2 Initiator system. The X2 training was unique to any other sales training. 'Boot Camp'. Need I say more! I have learned a lot...and so have my direct reports."

Michelle Cumber, Sales Manager
TDS Metrocom
Green Bay, Wisconsin

Training Sales Professionals to a Single Useful Objective

The X2 Sales System™ and the Initiator® training process trains to one objective; improving sales individuals Conversation-to-appointment ratio to 51%+. This enables sales people to spend less time to achieve the necessary number of 'Top-down' business appointments to assure their monthly success. Gaining a competency 5X better than your competition allows a sales rep to increase capacity and pursue higher-value, solutions-based selling opportunities.

Gain 'Trainee Appreciation' and 'Management Recognition' with Measurable Results

JDH Group, Inc. company-to-date training results is an average Competency improvement of 570% and an average Appointment conversion ratio of 57%. This is accomplished through a 3-Phase 6-week Process encompassing 4 distinct Learning Platforms; CBT, WBT, customized Desktop Software simulation and Instructor facilitation. Participants are systemically taught how to penetrate business accounts at the highest appropriate level of contact for their product/service offering. Initiating a sales process from the 'Top' promotes higher revenue per sale, higher closing ratios, a decreased sales cycle and differentiation from sales competitors.

From a Guaranteed Pilot Program to being 'Train-the-trainer' Certified

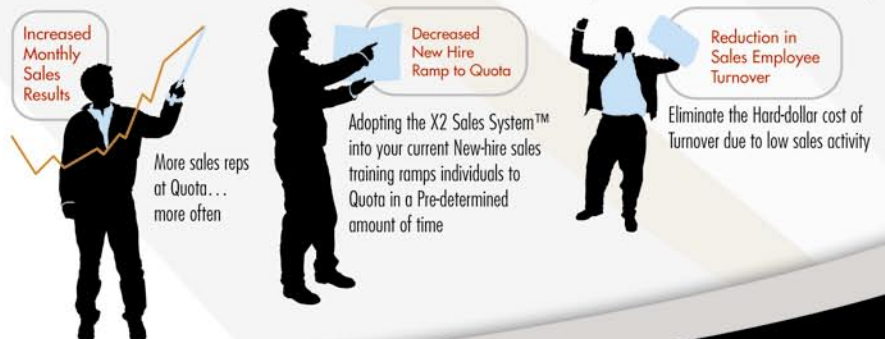
JDH Group overlying principle is that any sales training initiative should result in a Measurable ROI. They offer a no-risk Pilot program for companies to test the waters and see the results. Once accomplished, Corporate universities and trainers can be certified to the Process and adopt the X2 system into their current Learning Management System.

Flexibility for the Future

You shouldn't be held hostage to a Vendor-centric solution. Customization via web technology and ongoing support by JDH Group enables Sales leadership and corporate Trainers a vehicle to personally contribute to the learning experience by adapting the system over time to maintain high conversation conversion ratios and maximum revenue results.

"Less Time...More Results"

Training to a High Conversation-to-Appointment ratio 'Measurably' adds Revenue into 3 sales Categories





"Initially we were very leery of Jeff's training process. But with Jeff's money-back guarantee we felt we had nothing to lose and a lot to gain. As we got into the Process we saw that this was a big Win for us.

It's been so strong we have actually re-vamped our Cinergy Communications University into a 2-week Boot Camp that you actually go through when you hire on here. This is really a missing piece we've had in our sales training for a long time. Getting in front of a real live Prospect we had some rather old fashion and pedestrian ways of going about that. We now use the X2 process in our day-to-day sales."

John Johnson
Vice President of Sales
Cinergy Communications
Evansville, IN

"We were having difficulty getting in front of prospects. Once we got in front of the right prospects our ability to gain the business was high. So we hired Jeff Hardesty and the X2 solution to help us with the ability of getting in front of more prospects.

The X2 Boot Camp and training process literally changed our Culture as it relates to how we prospect. We've gone from setting 12 appointments per week to setting over 30 appointments per week consistently. If you take that to a monthly basis, that's taking it from 40 appointments a month to 120 appointments. It's been a great success.

We have integrated the X2 system into our sales process. It is the 1st step in our 7-step sales process.

We now train our new sales reps to the X2 appointment setting methodologies.

There is no question that X2 has increased our Conversation to appointment ratio as well as the confidence of our account executives as they're picking up the telephone to make their prospecting calls.

We had the X2 Boot Camp in March of 2004 and in the last year grew the company over 24%. A portion of that success is from getting into more targeted accounts using the X2 Sales System™."

Chuck Hegarty
Vice President of Sales
ITS Communications
Grand Rapids, MI

Jeff Hardesty

Jeff Hardesty is President of JDH Group, Inc. and Developer of the X2 Sales System™.

Jeff's first career encompassed 14-years as a professional Pilot, where he accumulated over 7500 incident free hours of logged flight time. As the industry evolved to hold more rated Pilots than there were seats available, Jeff decided to change directions to gain more career control.

That led him into the profession of sales.

Starting from the Ground floor as an outside sales rep at Lanier, Jeff rose to the top 8% in World-wide ranking, competing with 4500 other reps. He was awarded consecutive President's Club Trip's and was one of ten qualified national Lanier reps to win the prestigious Silver Bullet Award for outstanding major account sales.

A move into the newly emerging competitive telecommunications industry enabled Jeff to take his successful processes and best practices into a Sales leadership role. As General Manger of Sales for CGB, Inc., a start-up competing directly against the traditional Local Exchange Carrier, Jeff's sales models and support tools helped increased revenues 509% in 3 years.

As a Vice President of Sales for a series of 'Start-up' and 'Turn-a-round' initiatives, Jeff's diagnostic and performance-driven approach to successful sales focused on the individual sales employee and teaching them how to effectively run their own business.

His sales performance model resulted in an average of 172% sales unit growth over the first year of implementation for 3 consecutive companies.

In 2004, after 2 years of development, Jeff rolled out the X2 Sales System™, a blended sales performance system focused on identifying key sales competencies and performance metrics while training to an effective conversion rate for 'Top-Down' business appointments.

He travels the country conducting live X2 'Boot Camps' and Train-the-trainer sessions helping sales organizations get more reps to Quota in less time, shorten new-hire 'Ramp-to-Quota' and eliminate Turnover costs due to low sales activity.



"I detail everything you could possibly run into in your sales prospecting conversation, work with you one-on-one to set more appointments in less time and guarantee the results."

Jeff Hardesty

JDH Group, Inc.
Riley House
5095 Clark Shaw Road
Powell, Ohio 43065
T 740.881.1691 F 740.881.1692