

April 24, 2007

TheRevenueBuilder
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Dear Pauline,

I first became aware of the benefits of proper education and training after I took my first workshop, Professional Telephone Sales & Marketing, through Pauline O'Malley in 1996. The workshop has continued to prove its usefulness up to this very day. I even had some delightful, unexpected surprises when using the principles laid-out in the workshop. An example of this happened in 2004, eight years after I first took the workshop.

A client of mine had great difficulties making appointments. Due to my attitude that my success depends on my client's success, I decided to teach him some of the basic principles I have learned. Getting some ideas from the manual that I received from the workshop, my client and I made several scripts. Our first call to each prospect was to get the name of the gatekeeper (receptionist) and the name of the decision maker. Our second call was to get past gatekeeper through to the decision maker with one objective in mind-to make an appointment. To show my client how easy appointment setting could be when using the right tools I decided to make the first call.

Armed with several scripts to overcome just about any objective, I dialled the first number. After the receptionist answered the phone, I said, "Hi Denise, it's Terry. Can you put me through to Sharon please?" Denise acted as if she knew me and simply said, "Hi Terry, I will put you through right away." Sharon picked up the phone and said she was glad I called. Before I could get a word in, she started telling me about all the problems she was having with the accounting program and that she could not reconcile some things, mentioning specifics. It took awhile, but I managed to stop her from sharing more. After I got her attention, I said, "Sharon, I'm not the same Terry you think I am! I'm not Terry the accountant!" After a long pause, Sharon burst out laughing with me laughing behind her. Surprisingly, I got the appointment without the need of further scripts.

That experience made my client comfortable enough to start making calls on his own. It did not take long for him to see how effective the principles laid-out in the manual were. Every time I see him, he expresses his thanks because that one experience has change the way he does business.

I'm also grateful for Pauline and TheRevenueBuilder as each seminar and workshop I've attended has continued to prove itself through measurable results. I highly recommend any business owner to get involved with TheRevenueBuilder.

Sincerely,



Terry Garnett
Owner