

PERFORMAX



**Dun & Bradstreet
Canada**

PERFORMAX SUCCESS STORY:

Dun & Bradstreet Canada

from Karen Holmes, VP Sales & Service

When I came to Dun & Bradstreet Canada in June of 1998, the Canadian Region revenue performance had been below budget for years and the sales performances had alternated from good year to bad year for an extended period of time.

After reviewing the organization, sales representative/manager performances year over year, the forecast process, the product mix and the budget expectations, it became very apparent that we had to "begin at the beginning".

My first priority was to meet with the management team to fully understand our current state and begin to set up an infrastructure and processes that would identify where we stood and where we were going in terms of measuring our current and ongoing effectiveness (both in skill and sales process) as a selling function.

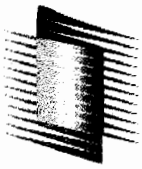
In order to get things moving as quickly as possible, my second priority was to retain PERFORMAX, (with whom I had had great success working with a previous company) to help define, customize and implement a customized version of their Sales Management System.

The PERFORMAX SYSTEM takes a very simple and systematic approach to:

- **Creating Accountability** (in black & white) for \$ targets
- **Planning the selling Activity** on how to achieve or exceed these targets
- **Tracking and forecasting the Sales Funnel** through Opportunity Management to see if they could make their targets, and if not, take appropriate actions- before it was too late.

Post training & implementation, we saw immediate and over time, key improvements:

- Dramatic Sales/Revenue Funnel improvements – up to 150%!
- 3% growth in our traditional product segments where previously we had seen 5 years of a 5-6% decline in revenues.
- 19% Sales increase in the first year, 28% Sales increase the second year
- 21% New Business Sales increase
- 20% revenue increase in the new Value Added Products segment
- 4% revenue growth, where in previous years it had remained at 1-2%.



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The above summarizes our improved results; but what was even more amazing was that our customers saw a difference too.

The Executive Vice President of one of our Toronto customers gave us the following feedback:

"We had noticed a marked change in the sales ability of our Dun and Bradstreet Sales Person... He came in to discuss a routine \$2,000 renewal and left after selling us a \$15,000 Marketing Services Package.

When the President and I questioned him on what had helped him become more effective, he told us that the PERFORMAX System and subsequent Training [Selling High!] had really helped him change how he sold."

This is a short summary of the profound impact that Performax has had on one of the organizations that I have worked with. I would be happy to speak to you personally if you have any questions. Peter Michie, Managing Partner of PERFORMAX Technologies Inc. has my number.

For more information contact:

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