



**Introducing Mr. Russ Lombardo**

I have worked with Russ Lombardo for years and know him to be a consummate professional in the areas of sales and sales processes.

VMI is itself a Sales Process Engineering and Customer Relationship Management systems firm, and we have worked with literally hundreds of sales and marketing consultants and thousands of sales and sales management professionals. Russ stands out in this group due to his ability, adaptability, integrity, communications skills, and knowledge of CRM and sales and marketing processes.

I saw Russ demonstrate his ability and adaptability in our first meeting. I was making a pitch to a major account and Russ, representing our software supplier, joined me. We met in the prospect's lobby and proceeded immediately to a formal presentation with 15 senior staff from the prospect's firm. Russ was able to work with me as if we had practiced the presentation together for weeks. He immediately understood my selling style and the prospect's buying mode. He was able to help present both his product and my firm in the best light.

Russ demonstrates his integrity in many ways. He is careful not to make commitments that he cannot keep and he is willing to go the extra mile to keep his promises. For example, the simple fact that we could rely on what Russ said made it much easier for us to do business with his company. His employer (our primary software vendor) has a large organization with significant staff turnover. Documents get lost and promises get forgotten. In this confusing and changing environment, Russ made it easy to do business. Not only did he keep his word, but he made a point of following up to ensure that others did what was needed to achieve the result that he promised.

Russ is an effective communicator whether he is behind the podium, making a sales presentation, or talking one-to-one. He presents points clearly, and never tries to bluff or hide the truth. He can present bad news as well as good news, and his candor is clear to the audience.

Finally, in the area of CRM and sales processes, Russ is an experienced professional. He has been directly involved with many projects, and has been indirectly involved with thousands more through his work with value-added resellers (VARs) such as VMI. I have personally been in the CRM and sales process business for 15 years, and I have met very few people as effective as Russ in this area. He knows that the central issue involves changing human behavior, and that hardware and software are secondary. He knows the pitfalls in implementing CRM solutions or in changing sales processes and he knows how to help you avoid them. The fact that he has expert knowledge of the technology is simply a bonus.

In summary, I would recommend Russ Lombardo without hesitation for a CRM or sales processing consulting assignment. When Russ is doing the consulting, then we know that we will have a good implementation.

Sincerely,

David Lee  
President, VMI  
#1 GoldMine dealer for 2000  
Locations in Boston, NY, Washington DC, Norfolk, Atlanta, Houston, LA, Seattle, India