

## *Testimonials*

"Once a year we hold a sales conference for all SAP employees and SAP Value Added Resellers. Last year our summer sales meeting was held in Washington DC. Part of my responsibility for this event was to host break out sessions focused on increased selling and shorter sales cycles. I asked Mr. Lombardo to put together a training program geared towards value-added selling and closing more deals. Russ spent significant time talking about ways to delineate between value and price within the sales cycle. He put together a sales model that was geared towards a velocity sales approach versus an opportunistic one. This discussion provided great insight into ways to shorten sales cycles and raise profitability. Russ closed with a compelling discussion around the importance of becoming a trusted advisor and not a sales agent! The messaging and methodologies that Mr. Lombardo rolled out last year have had a significant impact on my region. I have seen new sales models being developed and more deals being closed as a direct result of the training that Russ gave. Mr. Lombardo is the quintessential sales professional and I would love to have him come back and speak again!" **Kyle Van Jahnke, Channel Sales Manager, SAP Business One**

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"We want to thank you for your presentation on "Customer Retention and Selling Skills" at Ingram Micro's VentureTech Network Invitational. This topic was a perfect fit for our customers, and the feedback we have received is that it was very informative and useful for their businesses, as well as engaging and entertaining. Thank you for sharing your valuable and timely insights with us." **Rhonda Hain, Senior Operations Manager, Channel Development, Ingram Micro**

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"Our sales department was in disarray, had very little direction and absolutely NO documented processes. We were a fledgling company and did not even have any document company policies. Binging Russ on was the best investment we ever made. Not only were we able to optimize our Goldmine to fit our business goals, but his expertise in sales was especially valuable. He sat down with me and the executives and marketing team, and we went through every step of our process, from the time when we received a lead until the project was completed. Russ's expert guidance helped us streamline processes that we had unknowingly been duplicating, not just where GoldMine was concerned but in our follow-up and qualifying as well. We also learned we were leaving a few vital steps out, and our follow-up was not as strong as it could be. I was personally responsible for following up with every client and documenting the results. With Russ's guidance, I was able to create a more efficient process.

Our sales team benefited greatly from Russ's expertise. He made their jobs easier by finding ways to document each step of their processes in GoldMine and the result was a more efficiently running sales team that was taking full advantage of the many automated actions available through GoldMine. Russ allowed them to free up much of their time to focus on selling. Russ also assisted the CEO immensely by showing him step-by-step how to oversee his entire team through GoldMine. His executive training proved to be a much more valuable experience for our company. Our sales team began closing out projects about 30-40% faster than we had been, due to their new streamlined processes." **Bethany Golcynski, Operations Project Coordinator, Shift 4 Corporation**

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"We were thrilled to have Russ speak at our CRM conference. His presentation ("Align your sales strategy with your corporate strategy") really resonated with our attendees from start to finish and provided them with important takeaways that will help them improve their sales strategies and CRM programs. He combined real-world examples with insightful tips and made sense out of the challenges associated with integrating CRM and strategic organizational alignment." **Kerry Glance, Editor, SearchCRM.com**

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“Russ is a channel and sales guru. I don’t know anyone who knows as much about sales and has such a full knowledge and awareness of the VAR Channel. He brings fresh, innovative sales training to our Xchange events, with real-world experience and knowledge. His presentations and training sessions are energetic, engaging and humorous and his topics are always targeted at the right level for our audiences, which is why we keep bringing him back each year. If you’re looking for a speaker or trainer for your event where your audience will receive a wealth of practical and important takeaways delivered in an informative and entertaining way, Russ is your ticket.” **Julian Lee, President, TechnoPlanet Productions Inc.**

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“I cannot thank you enough for the incredible help you have been to Diamond Bay. My staff and I are both grateful for the Goldmine program that has allowed us to create and implement client attraction, conversion and retention systems. We’ve seen our revenues increase over the last 6 months with the addition of Goldmine, as well as the luxury of being able to view each and every contact that my employees have with our clients. The automated processes help us keep in touch with clients without even pushing a button...What a tremendous help Goldmine has been! I wouldn't want to do business any other way! And again, thanks for being one of the few people Diamond Bay can count on.” **Jordan Wirsz, Chief Executive Officer, Diamond Bay Investments Inc.**

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“I personally wanted to thank you for your great presentations at the recent ICESC Conference held in Las Vegas in May 2004. Your insightfulness and professional approach to the beauty industry helps elevate our attendees at the Business Summit to a new level. Again thank you for a great presentation.” **Ken Cassidy, President, Cassidy's Salon Management Consulting Co.**

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“Please allow me to take a moment and thank you for the extraordinary content that you brought to my learning event last month. It can be very challenging to make a strong impression on the dynamic group of entrepreneurs in the Entrepreneurs Organization here in LV. You truly gave them insight to not only how, but the why of CRM technology. Your expertise in the industry was evident as you educated our membership as to how CRM technology is a wonderful catalyst to deploy current sales processes, not as a function to drive them. As is evidenced by the attached participation surveys, your message was articulate, intelligent and very well presented. Again, thank you for being part of Growth Explosion.” **Bill Houghton, Learning Chairman, YEO Las Vegas**

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“I wanted to take the time to thank you for transforming the Sales and Maintenance Divisions of Chip-N-Dale’s Custom Landscaping, into accountable segments. GoldMine has made it possible for analysis and reporting that I had no idea would move from my wish list to reality. Because you were able to customize the program features and create a database that allows for tracking customer leads, sales and retention, Chip-N-Dale’s Custom Landscaping, Inc. has numerous reports allowing management to build the business. I appreciate your attention to the specific requirements of our company. Your ability to accommodate all of our needs in the customer records amazed me; but certainly illustrates your depth of knowledge and expertise on CRM solutions and GoldMine. Since program implementation and your in house staff training sessions we have recognized increased customer satisfaction as there is an easy reference in the customer files to provide immediate answers to follow up questions and calls. Additionally, the calendar scheduling has provided a means of ensuring no appointments are dropped or missed. These features alone will save over \$30k annually as we have been able to reduce Administrative labor costs.” **Kathleen Hraba, Controller, Chip-N-Dale’s Custom Landscaping**

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“You have been just awesome. I don't often encounter people who practice what they preach. Your follow through and customer service has been perfect. Thank you so much!!!” **Brenda Stoney, Branch Manager, Republic Mortgage**

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"Your presentation was very informative, especially for our clients. It brought them back to basic "how to sell and close the deal", which most of us tend to forget. As small business owners, they must be the first in sales, but yet most of them never thought of themselves as "sales people"...now they know. Thanks to you." **Anna Siefert, Operations Manager/WBC Project Director, Nevada Microenterprise Initiative**

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"I wanted to write and thank you again for a terrific presentation for our last Japan America Society of Nevada luncheon, held in September 2002. I have had feedback from members, and it has all been excellent! All of us in business or in government can benefit from education on customer relationship management and retention. Your presentation was highly informative, interesting, and yes, even Fun, so it was obvious that you are very knowledgeable about your topic of CRM. Again, thank you for your time, energy and sharing such valuable and timely information with JASN." **Kathleen Blakely, President, Japan America Society of Nevada**

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"I highly recommend that private and public sector organizations tap into Russ Lombardo's extensive CRM expertise, particularly in order to catapult the performance of management, the workforce and business. Moreover, Mr. Lombardo is also a very skilled and pleasant business professional."  
**Kimberly McDonald, Executive Director, City Manager's Office, City of North Las Vegas and Founder of the Las Vegas Executive Express Network-American Business Women's Assoc.**

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"You fashioned a day that was fast moving, informative and motivational for all concerned. You got everyone involved in the process, and after all that's what salesmanship is all about! I would not hesitate to recommend Peak Sales Consulting's services to any sales manager who is looking to get an edge for his or her sales team." **Joe Mancini, Director of Sales AV Channel Division, Optoma Technology**

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

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." **David Lee, President, Vertical Marketing, Inc.**

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"Having known Russ Lombardo for over 8 years I can only praise his experience and skill in the areas of CRM, selling, sales processes, marketing, lead flow management, and managing projects. My company has observed his insights into all of these areas through our many joint opportunities. We have found him to be of the highest integrity and a true professional. I would recommend Russ highly in any situation that would be equally beneficial to both parties." **Barry Berlin, President, Client Interaction, Inc.**

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"I had the pleasure of working with Russ when he was Director of North American Sales for the GoldMine Division of FrontRange Solutions. He definitely understands sales people and what they need to be successful. And given his experience with both SalesLogix and GoldMine he has the unique ability to leverage technology to enable sales reps to accomplish more with their selling time!" **Barry Trailer, President, Sales Mastery, Inc.**

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"In this crazy world of ours it is difficult to find those rare individuals who truly understand the concepts of SFA and CRM, and can articulate those strategies as clearly as you. Your ability to communicate with Cromwell's clients and staff has been invaluable. When you were our guest speaker at our CRM Workshop we had tremendous feedback on both your knowledge of the strategies and your ability to relate real-world experiences to the participants. Even as Cromwell themselves set about deploying our CRM practice we benefited from your expertise as you guided our decisions with your savvy advice."  
**Kimberly S. Cromwell, President/Founder, Cromwell & Associates**

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"I have had the pleasure of working with Russ Lombardo while he was employed at FrontRange Solutions as Director of Sales. Russ's job was to work with the Value Added Reseller Channel of which I am a member. In his leadership roll we had to work with him many times and I have always found him to be very professional and have high moral values. A man of experience, and wide knowledge in CRM made him valuable to work with for our company.

I was a member of CPAC (Channel Partner Advisory Council) to FrontRange. Russ represented FRS and exhibited fair and open-minded leadership. He was always contributing good ideas and had a willingness to work through a problem and find a win-win solution for everyone. In my opinion he is a good team player.

I have heard Russ speak and he has always been well prepared and had interesting topics that were related to the industry. He has lots of insights about selling and the selling process from marketing strategy, to closing sales and project management. He can relate with stories about personal observations and success stories." **Edward Buckley, VP Sales & Marketing, Professional EDGE, Inc.**

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"It is with great pleasure that I write this letter of recommendation for Russ Lombardo, whom I have had the privilege of knowing for the past several years. Mr. Lombardo has been instrumental in the growth and success of Source 1 Consultants. His work on Customer Relationship Management has been very valuable for our firm. His three-part series on how to successfully deploy a CRM system was particularly useful for its timeliness and insight. His participation as a keynote speaker at one of our seminars was a tremendous success. I highly recommend Mr. Lombardo, without reservation, as a CRM consultant. He is customer-oriented and always available when you need him." **Frank Buell, President, Source 1 Consultants**

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"We have always found Russ Lombardo extremely responsive and knowledgeable in all our dealings with him for over 5 years starting with SalesLogix and then in FrontRange Solutions. He was always very creative in finding unique ways to get things done and working to see it through. We especially liked his white paper on CRM. Russ really knows the CRM space and would be a great asset in any organization needing a CRM solution. He has the big picture and the know how to get it done." **Mike McGrail, President, The McGrail Group**

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"iHello's business plan called for launching our first product, a Mobile CRM productivity offering, through the GoldMine sales channel. To be successful we sought the experience from people that knew how

similar products were successfully launched, and the insights from people who knew exactly how sales best practices could be impacted by such an offering. I found both in Russ Lombardo.

Russ marshaled his GoldMine channel sales team to help target the elite group of VAR's and evangelize the return on investment opportunity of our product, *before* it was commercially available. This early exposure to the *right* VAR partners saved me many months of legwork, provided a deep and qualified group of beta testers at crucial stages of our product development, and significantly accelerated our time to market and revenues." **Tom Reddy, VP Business Development, iHello.com**

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"I have known Russ Lombardo for several years and have used his insights to assist me in my business. His specific insights that have assisted me are;

1. Knowledge of the importance of business process analysis
2. Experience in the customer relationship management (CRM) field
3. Experience in working for a consumer product industry and what customer service really means.

These are qualities that are important to every business. As such, I believe that Russ can assist companies that have the true desire to take their businesses to the next level." **John D. Kassar, President, Innovative Marketing Associates**

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"I worked with Russ when I was the sales manager for Expanse, a GoldMine reseller located in Greenwood Indiana. Russ ran one of the best programs I've seen in the software business. The FrontRange program really stood out because unlike many firms that tried to have a direct/indirect channel, FrontRange was all about building success in the channel. FrontRange was always there for VARs like us and the quality of the program enabled us to break \$1Million and 1.5 Million in sales in consecutive years." **Michael Seidle President, Indy Associates**

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"Working in a global market and with offices in five countries, Goldmine has allowed us to come together as one. In this day and age, I could think of no better way to get the most out of our international team. Russ was patient and reliable and made sure that the implementation was completed correctly. Thanks again for bringing us to the next level!" **Lianna Alvarez, Operations Manager, Williams Capital AG**

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