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To Your Future Customers:

When we changed job descriptions and responsibilities of our sales people to support our new growth strategy, we wanted to give them every chance to succeed. We wanted to enable them, not only to adapt, but to use the change to thrive and help grow the company.

Because of entering uncharted waters, we knew we'd need additional help to make this transition successful. This is why we brought in Bill Granda from Paradigm Associates. The structured approach to selling and process driven model that Bill helped us implement was exactly what we needed to be successful.

He worked well with wide differences in learning styles and personalities and helped our sales people develop processes for both prospecting and selling. We could see their confidence, skills and attitude continually improve during the 10 weeks of workshops. Our salespeople care very much about their clients and want to deliver the right solutions. Bill taught and helped them master skills to discover the real needs and goals of prospects and develop solutions that meet each need and goal.

We've now got prospecting and selling processes that new sales people can adopt as we grow, and we look forward to Bill's help in getting them up to speed as quickly as possible.

Sincerely,



Mark A. Cenicola  
President & CEO  
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