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To Whom It May Concern:

On September 2007 we started "Project Everest" along with London Consulting Group, aiming for an effective and efficient commercial approach and structure while integrating a recent acquisition as productively as possible, going over the expected levels of sales and creating synergies. To reach these objectives the scope considered:

- Defining sales visit coverage and restructuring the sales force
- Re-designing and aligning the commercial policies and processes
- Training and coaching sales force


The sales strategy was defined through well thought-out analysis, which determined optimal customer portfolio and sales structure. The LCG methodology allowed for a work culture change in our personnel focusing them on business results and continuous improvement.

Based on planning and execution monitoring through metrics, the project team implemented standard procedures with the following results:

- Sales structure optimization, reducing costs.
- Sales efforts oriented to profitable customers.
- Improved feedback between customer, supervisor and sales representative
- Sales force personnel traveling time optimization
- Cross selling matrix used as day-to-day sales objective tool

We can gladly say our objective was fully attained, fulfilling our expectations. We recommend the London Consulting Group as an organization fully capable of developing these types of projects, focused on the improvement of company competitiveness.

Cordially,

  
Sandy Grimes  
Managing Director

  
Maria Luisa de Boyrie  
Sales Manager

