

To whom it may concern:

**Pimentel & Co., S.R.L.** was founded in 1948 and is now one of the main producers and distributors of rice in the Dominican Republic, supplying over 5,000 clients through their sales force and direct distribution channels. Providing quality products and customer services is key to the business and it has redefined the client's customer service experience.

Between May 2017 and December 2017, Pimentel & Co. S.R.L developed, in conjunction with **London Consulting Group**, the "**Pimco Avanza, creciendo juntos**" (Pimco Advances, growing together) project. The project focused on aligning our processes to our objectives and implementing work systems which are orientated towards attaining results and continuous improvement. The main results we achieved were:

**Commercial:**

- 35% increase in the total number of sales.
- 14% increase in the average amount of clients visited on a daily basis by sellers.
- 32% increase in the effectiveness of our sales visits.
- 223% increase in our client portfolio.
- 31% increase in the amount of clients on existing sales routes.
- 242% increase in the total amount of active clients.
- 36% increase in the amount of active clients on existing sales routes.
- 20% increase in our own brand's penetration within the different sales channels by using cross selling techniques and promotion plans.
- 20% reduction in goods returned.
- 19% reduction in accounts with outstanding payments of over 60 days.
- Creating 8 sales routes for the "Ranchero" project within the traditional sales channel, which encompassed 1,839 new clients.

The project was successfully concluded within the agreed time frame, generating a return on investment by the end of December 2017 of **1.69 to 1**. Currently, after carrying out our first audit, we have established that the return on investment for the first phase of the project was **4.70 to 1**, surpassing our initial forecast (3.6 to 1) by **+30%**.

We would like to acknowledge the commitment and professionalism displayed by **London Consulting Group's** personnel, as well as the worked carried out in conjunction with the Pimentel and Co., S.R.L.'s personnel, without whom we would not have been able to reach the project's objectives. Therefore, we are happy to recommend LCG as a professional firm which positively changes an organization's work culture through the implementation of practical solutions and through the leadership they display towards capitalizing on tangible results within a short period of time.

Sincerely,



**Fausto Armando Pimentel**  
President



Santiago de los Caballeros, Dominican Republic  
25th of August 2017

**To whom it may concern:**

Pimentel & Company was founded in 1948 and it is currently one of the main rice producers in the Dominican Republic. It has over 10 brand names in the market and a strong presence in the top establishments within the country. In order to meet our client's and consumer's preferences, we have initiated a transformation process in the last few years which focused on offering the highest quality rice with great flavor.

We would like to acknowledge **London Consulting Group's Human Development** area for their excellent work. They were responsible for the **Human Development Program** which was directed towards the personnel working on our Continuous Improvement project, "**PIMCO AVANZA**". We would like to highlight some of the activities they elaborated:

▼ **Communications Program:**

*This program managed to maintain the members of the project, along with the rest of the organization, constantly informed on the advances and initiatives that were undertaken and the results that were achieved. Furthermore, through the "Team Contract" they were able to promote values, behaviors, and attitude which were key factors in ensuring the project's success.*

▼ **Strategic Coaching for the Key Personnel:**

*In these one-on-one meetings, the participants received support, guidance and feedback on their personal strengths and opportunities in order to improve their performance within their position. These sessions were also carried out with the project's key personnel, which generated 23 action plans.*

▼ **Seminars focused on Managerial and Selling Abilities:**

*The managerial abilities seminar elaborated 5 very dynamic workshops which provided us with essential techniques and tools that allowed us to apply our managerial duties in a more effective manner. 27 of our leaders participated in these workshops, from Directors to Department Supervisors. On the other hand, the **Selling Abilities Seminar** worked with 50 staff members (sellers, supervisors and marketing personnel) in a series of 4 workshops where they analyzed their communication techniques and selling abilities, as well as undertaking practical exercises which allowed them to improve their approach towards clients.*

Without a doubt this program generated very important results for our company. The increased level of aperture towards changes, along with the new abilities that were acquired, were key factors in developing our personnel's leadership skills. Therefore, we highly recommend **London Consulting Group's Human Development Department** due to their professionalism, their commitment and the effective manner in which they executed such a program.



**Fausto Armando Pimentel,**  
**President**

