



December 28, 2012

Brabazon Pump Strategen Testimonial

Strategen Inc. provided Brabazon Pump with sales training as well as an evaluation of our sales team and managers. After working with Strategen previously, we decided to hire them again because of the value they brought to our business.

Overall, we found the sales training to be the best we have received – having tried many other programs. It was a good experience that helped us find better people, hold our sales staff more accountable and provide them with the structure they need to become top performers. In addition, we found Strategen’s reports, analysis and evaluation of personnel to be very accurate.

By getting rid of underperforming sales people and replacing those employees with higher performers, Strategen has changed the culture of our company. We are currently working to improve our sales managers’ capabilities as well.

Speaking from personal experience, Strategen will get results. They helped improve our organization, and the organization of our sales teams which should lead to higher sales.

When compared to a traditional consultant, Strategen knows what they are talking about because they have done it before. They don’t pretend to know something, *they know it*. Strategen is direct, candid, easy to work with and most importantly, they do what they say they are going to do.

We’ve worked with consultants in the past who offer a great sales pitch, but when it comes to delivery, they fall short. The guys at Strategen have the ability to back up what they say and I would recommend them to anyone.

Sincerely,

Heath Brabazon
President