



Packaging Engineers, Inc.

February 13, 2013

As a sales professional for the past 20 years of my career, I have participated in numerous sales training / enhancement programs and worked with a variety of consultants. They each make claims, some revolutionary, that their 'unique' approach to sales psychology and applying the selling process is better than anyone else's. While usually fresh and interesting, these canned approaches have never amounted to much in terms of quantifiable sales results to me.

When I started working with Strategen 3 years ago, the same old questions and concerns arose – "Why do I need this, and to spend all the time it will require? I'm a seasoned and successful veteran sales pro with over 15 years of wide ranging experience. My sales performance and income are great, and my position already requires all of my time and attention. I can't afford to take on even more, for the limited results I might get."

Since that time I have learned that Strategen's approach is anything but canned. They have taken personal and detailed interest in my success and approach, and have helped hone my skills to become more proactive, focused and efficient in many ways that did not believe was either necessary or possible 3 years ago. Today, my region generates more than double the revenue than it did back when I 'thought' was already successful.

From targeted market penetration to accessing and developing relationships with senior decision makers; from closing complex projects to major strategic account development; from advanced time management to generating long-term repeat business, Strategen has truly helped me reach the next levels of sales performance, professionalism and income.

Sincerely,

A handwritten signature in black ink that reads "Bert Jansen".

Bert Jansen
Regional Sales Manager