



SUNNEN PRODUCTS COMPANY

7910 Manchester Road ▪ St. Louis, Missouri 63143-2793
314-781-2100 ▪ Web Address: www.sunnen.com

September 19, 2008

Richard Erschik
Leads to Sales, Inc.
761 N. 17th Street – UNIT-2
St. Charles, IL 60174

Dear Richard,

Thank you for coming in on Sunday, before the opening day of our largest trade show – IMTS.

I have attended a lot of presentations over the years. But I have never seen a group of sales people respond more positively than ours did to yours, on such a sensitive subject.

Sales lead follow-up and effective management is something that every sales person knows is important. However, with the time constraints of travel, continuous education, maintaining existing customer relationships, working with dealers, distributors and their reps, lead follow-up ends up being near last on their agenda. Especially since we all know that most new leads today are found to be of little or no value when sales finally gets around to following up. Or at least, that's what they say.

When our sales force saw the statistics you presented on the reasons why sales lead follow-up is nearly impossible, today, and how they can get past the barriers of making initial contact with prospects to find the worthwhile ones, a few of them have already identified some new business as a direct result.

As I reflect on all of what has happened since your presentation, it reminds me of the old Hawthorne Electric story where poor lighting in a warehouse assembly area was actually worsened during the attempt to improve it. And even though the lighting problem got worse, productivity actually went up, because management was at least paying attention to a problem the workers identified.

I am personally going to recommend your subject and presentation at our next distributor council meeting, and hope you are available to make a similar presentation to our entire group in Las Vegas.

From a lot of my own personal experience I know that all companies, and all sales people, have the exact same problem you so eloquently presented. I.e. Most leads are of little or no value. And the few that contain opportunity are being lost in the lack of follow-up attention being given to any of them.

You teach a simple solution to a very complicated problem that marketing and sales management needs to embrace. I will get back to you ASAP with the date and time of our distributor council meeting.

Thank you again,
Sunnen Products Company

Barry Rogers
Director, Global Sales and Marketing