



November 16, 2021

We engaged John earlier this year to help our growing public relations firm put structure around our business development strategy. He helped us develop a comprehensive sales plan that included a detailed process, corresponding KPIs, ideal client profiles, scripts and many other critical outreach components that we had not formalized prior to our work with him.

I was so impressed by John's insights and thoughtfulness during the first phase of our engagement that we hired him to provide ongoing sales consulting services to our team, help us implement our sales plan and conduct more meaningful outreach with prospective clients.

Over the course of our relationship, there have been several qualities that have stood out to me about John and his work. He is...

- **Responsive:** at any point when I or one of our team members has a question, we contact John, and he gets back to us nearly immediately with the answer we need. His quick guidance has been invaluable in moving several significant conversations with prospective clients forward in a timely manner.
- **Innovative:** John always has a creative idea about how to navigate a conversation or provide value. If we feel stuck, we reach out to John, and he has never failed to provide us with a great suggestion to get us to the next step in the process. He consistently brings new ideas to the table and builds on the ideas you bring to him.
- **Candid:** John tells you the truth because he cares enough to do it. If he thinks a sales strategy or tactic could be improved, he tells you how, explains why and helps you implement the solution.

It has been a pleasure to work with John, and I would recommend him without hesitation to any leader who's looking to improve their sales organization. I'm grateful for our partnership and look forward to our continued work together to further improve our sales strategies and consult our team.

Julia Bonner
President
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