

Testimonial - Bill Collins

1) Sypris Test & Measurement

Bill Collins first worked with The Taylor Group International when he was Director of Manufacturing for Sypris Test & Measurement of Orlando, Florida, a leading provider of calibration services, testing and component sourcing services.



"The Taylor Group International was first invited to work with our firm to improve our customer selling skills. Because our business is very technical and customized for each client, our manufacturing and engineering staff that I was responsible for spent a lot of time with each client. Paul Sheehan led our three-day "Fundamentals of Selling Skills" seminar with a group that was one-third sales people and two-thirds engineering and support people.

I still marvel to this day about Paul Sheehan's ability to interact positively with both our sales and technical staff. Paul's infectious humor and capable facilitation helped the three days fly by for our team.

Most importantly, after this selling skills investment, I was able to see the tight relationship between the selling team and the technical and product staff in winning large proposals and service contracts"

2) Moog Industrial Group

Bill next worked with Paul Sheehan and The Taylor Group International while he was Director of Business Development for the Moog Industrial Group of East Aurora, New York.



Moog Industrial Group is recognized as the leader in providing motion control solutions and products for high performance machines such as injection molding and blow molding machinery, aircraft and military simulator platforms, steel mill automation and airframe testing labs.

"The Moog Industrial Group creates incredibly precise motion control products. I was pleased to invite Paul Sheehan into my new company to work on both basic selling skills and Key & Target Account selling. Paul taught my people how to identify the multiple buyer profiles within our customer accounts and how to introduce our value added services. Paul also led account review discussions with our sales staff to help them implement their new selling skills.

Paul was also instrumental in working closely with my staff to create a custom selling skills program. This program combined classroom work with on-site trips to key customers in the Greater Detroit area for our newly hired staff to actually see our products at work.

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I was also pleased that I was able to recommend The Taylor Group International to other divisions within the Moog organization and I received very positive feedback on their work with the sales people in our divisions in both Moog Europe and Moog Asia-Pacific.”

3) GE Aviation Systems

Bill next worked with Paul Sheehan and The Taylor Group International while he was Vice President of GE Aviation Systems of Bohemia, Long Island.



GE in Long Island produces power conversion products and cockpit control assemblies and panels for key military platforms in the air such as the:

- Lockheed Martin C-130J Super Hercules
- C-130AMP, the Air Force’s largest airlifter
- Lockheed Martin C-5 Galaxy
- Boeing AH-64 Apache attack helicopter

“I was pleased to invite Paul Sheehan into my new company to work on both basic selling skills and Key & Target Account selling. Paul worked closely with my staff to improve how we communicated our value-added offerings to our large Federal Government and commercial aircraft accounts.”

Summary:

GE Aviation Systems is the third firm I have worked for during the last 20 years, that I am pleased to say has profited from the involvement of Paul Sheehan and The Taylor Group International in improving both basic selling skills and “Key Account” selling skills.

I am pleased to unequivocally recommend their sales and sales management, training and development services to others who are focused on creating a world class sales force!”

(End of Testimonial)