

Testimonial by H.L. Singer

H.L. Singer first worked with The Taylor Group International when he was President of Powers Process Controls, a subsidiary of Crane Co.



Powers Process Controls is a leading manufacturer of:

- Residential and institutional water mixing valves for both pressure and temperature regulation
- Industrial valves for both flow control and temperature regulation
- Electronic Temperature controls for industrial applications

"I had received a strong recommendation for The Taylor Group International's selling skills programs from a colleague at Siemens Building Technologies.

I invited in Paul Sheehan and his staff to help us develop a program to improve selling skills for our executive staff and sales staffs for both our Industrial and Commercial Products Divisions.

The program was well designed and implemented. Paul met with our division managers in advance to understand their areas of concern. Paul then developed a specific program to improve our shortcomings.

With Paul Sheehan's facilitation skills and warm sense of humor, people from our different divisions were able to develop a new sense of company-wide camaraderie.

This initial program was so well received that several separate business units (SBU) invited Paul Sheehan and The Taylor Group International into their own units.

With their own local program, they were able to include manufacturing, engineering and administrative staffs to join their local sales staff so that the entire business unit was able to improve how they sold to and listened to their customers.

In addition, the corporate staff wanted to assure that each SBU was working together to strategically expose each customer to as many products and services as possible.

So, I invited Paul to create and deliver a high level program for subsidiary Presidents to assure a common approach to strategic selling to large common customers."

(continued)

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H.L. Singer next worked with The Taylor Group International when he was President of Sypris Test & Measurement of Orlando, Florida, a leading provider of calibration services, testing and component sourcing services.



One of the Sypris key service offerings was to provide on-site, customized, calibration services for Tektronix and non-Tektronix equipment based upon the unique needs of each customer.

"The Taylor Group International was 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 staffs 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 our team quickly internalize the new selling skills we sought.

Most importantly, after this selling skills investment, I was able to see measurable improvement in our quoting activities and most importantly, our closing rates. Paul developed a program that included the area managers leading proficiency exercises and thereby was able to have their early buy in and long term support."

Summary:

"I am pleased to unequivocally recommend The Taylor Group International for their sales and sales management, training and development services to others who are focused on creating a world class sales force!"

(End of Testimonial)