

To whom it may concern,

As a senior Executive at NEC Australia between 2006 & 2018 Jay worked with NECA on a number of occasions, to assist in the move from product centric to customer value driven selling allowed us to improve 'how' we developed our relationships with the customer.

Jay, a subject matter expert of Pelorus International, in Technology Sales Organisation Effectiveness and Growth Planning was engaged by NEC to provide our ELT with the experience needed to 'change' the selling process.

Challenges faced included Qualification Process, need for a common language and the need to improve the Opportunity Management effectiveness in pursuing the 'right' opportunities affecting our pipeline and greatly improved our forecast accuracy in our business results. Jay coached our teams, and challenged both sales management to implement correctly, and facilitated National and Unit Management Planning in Strategic Account Planning and Regional Growth Planning. Jay has an engaging style which many times assisted each manager to openly engage and apply newly acquired knowledge.

Bob Lanigan
Senior Executive Corrections