



To whom it may concern,

As a CEO and Sales Director for various high technology companies in Australia/ New Zealand, I have repeatedly retained Jay Johnson since 1994 to deliver consulting assignments aimed at improving enterprise level business development and sales in the high technology sector. The assignments that Jay has delivered focused on strategic business oriented engagement with senior executives in the target 'Top 200' organisations. Jay has consistently delivered excellent outcomes in each of the respective assignments where I have retained his services. Using Jay's interventions as a key component of the transformation initiatives, I have been able to successfully transform the sales processes in the respective organisations and significantly increase their sales results.

A summary of the engagements where Jay has delivered highly successful sales interventions for me in my roles ranging from Director of Sales through to CEO/ Managing Director include:

- » 1994 - 1997. Holden Sales Methodology – Datacraft Australia Pty Ltd
- » 1999 - Strategic Selling Workshop – Cisco Systems Australia
- » 2011 - Target Account Selling Workshop – NEC Australia
- » 2011 – 2013 - Sales Executive Coaching – NEC Australia

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