



7 March 2019

Reference: Jay Johnson

To whom it may concern:

I have known Jay for over 20 years. We came together in 1998 in the ICT market to address business and financial acumen in major sales teams. Over the 20 years we worked together with clients such as Telstra, Optus, Cisco, Motorola, Oracle, NetSuite, iime, NEC and many more. Jay has a deep understanding of the complete enablement process with specialties in large complex opportunity management. Jay can teach, coach and mentor teams in opportunity management methodologies, channel management and conducting executive conversations. Outcomes for clients of his expertise resulted in: improved forecast accuracy, better allocation of sales and support resources, and improved closing ratios.

One thing in particular that I picked up from Jay was the spectrum of research to be conducted in the pre-call process. This preparation has contributed to the continued success of KMSI and shortened our sales cycle.

Jay is highly personable and would be a great asset to any organisation big or small.

Regards,

Rob Wells
Managing Director