



To Whom It May Concern,

I am writing this letter of recommendation regarding Scorecard Sales and their team. We began using their services in 2020 to help energize our sales team to achieve better results and create a sales culture that fosters teamwork and accountability. I have found Aaron and Janelle easy to work with. They are effective with communicating and coaching our team. Their training challenged us to approach our sales process differently and their ongoing coaching program is helping to make sure that these new techniques stick. Here are a few other offerings from Scorecard Sales that we have found valuable.

**Sales Training** - Their 2-day sales training helped us to create a consistent sales process and learn to master sales objections.

**Sales Tools** - Scorecard has one-of-a-kind sales tools that have changed the way we handle our sales opportunities. The Scorecard, Power Opener, Power Score Assessment, and One Page Sales Plans were easy to use and effective.

**Sales coaching** - Aaron and Janelle meet with each salesperson on a bi-weekly session to help them work through their sales growth and create new challenges to keep them engaged.

**Sales Process** - We now have a sales process that the entire team can use so we can stay focused on our targets and exceed our goals.

It is with my highest confidence that I recommend Scorecard Sales for your organization. Since we began working with them, we now have productive sales meetings, better communication, and higher sales. What's most important to me is that they made my job easier, and my team embraces change better than they ever have. We now have a strong sales culture that stays focused on sales.

Regards,



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