

PARMAN ENERGY

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Parman Energy chose the “in house” route for our Inside Sales department, and I knew a safety net of insightful and knowledgeable resources would be helpful to me. Greg Dove and Ledgerview Partners have proven to be an integral part of that safety net.

Greg has put a lot of time and effort into Project Transform and this has resulted in a great Inside Sales team at Parman. Every step of the way, Greg was there when I needed direction in implementing an Inside Sales department into an Outside Sales company. His initial training with my team in October 2009 started us off on the right foot with a plan on how to integrate our CRM, customer strategies, and contact approaches. What is great about Greg is that he is open to adaptation. Greg was able to put across Chevron’s features and benefits to a Signature Class Marketer, such as closing share of wallet gaps and appropriate time spent on different customer types. During each follow up call, I would come to him with problems I was having and he quickly had a solution that would work for us.

As we round the corner on the department’s first year, Greg visited last week for our final follow up training. His insight into what we need to come out of our department was outstanding and his focus was not just on sales, but other aspects of my role as Inside Sales manager as well. He helped me develop a new way to manage my responsibilities so that I can focus on Inside Sales management more efficiently. He also shared ideas on Parman Inside Sales Standards of Practice to make sure our whole team is on the same page, which is truly the key to success.

Without Greg’s guidance and input throughout the process, I don’t think we could have progressed as rapidly as we have. I look forward to enlisting his help in the future.