

GM Nameplate

Electronic Input Devices / Injection & Compression Molding / Innovative Graphics

Manufacturing Facilities:

Corporate/ Washington
2040 15TH AVENUE WEST
SEATTLE, WA 98119
206-284-2200

California
2095 OTOOLE AVENUE
SAN JOSE, CA 95131
408-435-1666

North Carolina
300 ACME DRIVE
MONROE, NC 28112
704-283-8175

Oregon
13725 SW MILLIKAN WAY
BEAVERTON, OR 97005
503-646-0444

SuperGraphics Media Group
2201 15TH AVENUE WEST
SEATTLE, WA 98119
206-284-2201

GM Nameplate Asia Pte Ltd.
53 JOO KOON CIRCLE
SINGAPORE 629103
011-65-8633886

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To Whom It May Concern,

GM Nameplate is a 50+ year-old family-owned company that has built an industry leading reputation with some of the largest and most admired companies today: Motorola, Dell, Nokia, Boeing, Rockwell, Baxter, Hewlett-Packard, & Stryker, to name a few. The company is comprised of a team of nearly 1,000 professionals across seven facilities in North America and Asia and has over \$80 million in annual revenues.

In recent years, market shifts due to globalization caused declines in domestic sales for many of our key customers, which then reflected in our own sales growth. Our sales force, at that time, was predominately manufacturer's representatives focused on the electronics industry, supplemented by direct sales representatives who were focused on geographic territories.

We engaged OneAccord to focus on where we should make changes to align our strategies with the shifts in the marketplace in order increase revenues. Several members of the OneAccord staff were involved where their experience complemented the respective phase of the project. Several initiatives were presented to help GM Nameplate grow profitable business domestically. OneAccord provided the various skills that were needed and consistency in our initiatives through the year-long engagement.

Over the course of the engagement, some of the changes made in GM Nameplate were significant:

- Initiated and executed annual territory goal setting process based on available market and product line
- Shifted to industry versus geographic focus for sales coverage
- Began tracking and supporting target opportunities throughout the entire organization
- Implemented and refined 30-60-90 day forecasting process
- Conducted sales skill and industry training for entire sales force
- Developed job scoping and descriptions
- Implemented performance metrics
- Modified operational processes to support each of the categories of change

Most consultancies do a great job of telling their clients what they want to hear, but don't necessarily determine the changes the company really needs to move forward. That was not the case here. While OneAccord found that we did many things well, we were told the truth, sometimes painfully, about initiatives we had to implement to move towards alignment with our goals and objectives faster.



Today, GM Nameplate has much stronger sales operations to support our goals and drive growth. We are confident we have the appropriate processes and accountability in place to execute effectively. We have had many positive results from our engagement with One Accord and are pleased to recommend their services to other companies interested in making changes and growing with the times.

Sincerely,

Gerry Gallagher
World Wide Vice President, Sales and Marketing
GM Nameplate