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Dear Peak Performance Team,

I believe that you probably saved us from a train-wreck of Biblical proportions.

Contrary to popular perception, we in the not-for-profit world have to sell, and have to manage the sales process. Call it fund-raising, development, or institutional advancement—it is still sales.

Five years ago, we, at the CCO, realized that our inability to grow revenue through fund-raising and strategic alliances was our greatest constraint to growth. We needed sales training, and it had to be excellent—we couldn't afford a false start. I called two of our Board members who had healthy, growing, entrepreneurial businesses and asked them how they were training their sales people. Both recommended Peak Performance Management.

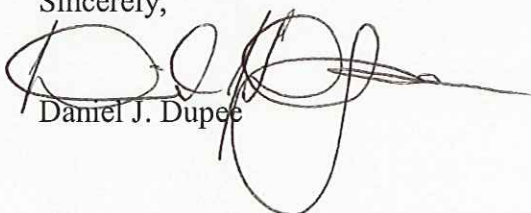
In the 4 years prior to working with PPM, our revenue was nearly flat: it had merely moved from \$5.4 million to \$5.6 million. To make matters worse, we were beginning to grow dramatically, adding 20 college campuses to our outreach in two years, and hiring over 90 new staff people during the same period. We were headed for financial disaster.

In the 4 years since we have been working with PPM, our revenue has grown from \$5.6 million to \$8 million (43%). Direct person to person fund-raising has accounted for \$1.5 million of this increase. The rest can also be attributed to better selling practices that have resulted in more (and better) strategic alliances and higher conference attendance from students.

Our entire fund-raising culture has changed. We used to view it as a necessary evil, but now look forward to experiencing even more success. This year, we finished \$250,000 to the good and have begun to establish some financial margin.

I would recommend PPM to anyone who wants to do something more than just survive.

Sincerely,



Daniel J. Dupee

transforming college students to transform the world

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