



**GUTTMAN GROUP**

### Peak Performance Sales Training

I was first introduced to Peak Performance in February 2004 by a new employee in our Company who knew Jim Gaffney. I had several meetings with Jim and decided to contract with Peak Performance in April 2004 to establish a defined sales structure for our sales organization and increase sales productivity.

Guttman Oil Company has been a distributor of Petroleum Products since 1931 and currently services businesses in a 300 mile radius of the Pittsburgh market. We have a sales organization that consists of 5 outside sales representatives and 9 inside sales representatives. My vision was to develop a selling system that projected a professional image along with increasing sales results. Our liquid fuel sales have grown 6% to 8% each year during the time we have been associated with Peak Performance and Jim Gaffney. Although some of our sales growth is attributable to the fast changing Petroleum industry, Peak Performance sales techniques have been a major contributor to these improved sales results.

Our sales organization has been elevated over the past 3 years as a result of the association and ongoing sales training provided by Peak Performance. I have observed customer service representatives gain confidence with their sales approach and evolve into effective consultative sales representatives. Peak Performance and the Sandler selling system has delivered on their commitment to elevating the productivity of our sales organization.

I highly recommend Peak Performance to those serious about increasing their sales and achieving their goals.

Sincerely,



Larry Flannelly  
Vice President Sales

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