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Dear Rochester Works/Finger Lakes Wired grant Team,

As President of Nexus iSR LLC, a small high-tech manufacturing and engineering company, I would like to recognize the Rochester Works/Finger Lakes Wired grant team.

As a small company with its strength in the technical engineering field, Nexus found itself struggling in 2007 within the sales and marketing of its products and services. Nexus engaged in a transformation creating an Executive Sales Plan in August of 2007. The hard part came next, fulfilling the plan.

In the process of engaging our Executive Sales Plan Nexus learned of the Finger Lakes Wired Grant offering training support for some of the lacking skill sets within our sales team. Nexus was awarded funding from the grant focusing on sales training provided by a local small business, Update Business Associates. The training focused on our needs while aligning itself with the Executive Sales Plan. The training took place from December 2007 through January 2008.

The training increased our employee skill sets in:

- Understanding how to sell in to indirect markets
- How to know and understand our competition
- How to effectively manage an indirect market through channel management
- How to train an indirect channel

Nexus has already seen tremendous results that can be directly attributed to the training. Some specific results are:

- The creation and successful implementation of an indirect sales channel in-processing program
- A 200% increase in our indirect sales channel representation throughout the US
- Interest and upcoming new geo graphic markets including Canada, Australia, Mexico, Columbia and Russia
- An increase in our sales pipeline from \$100's of thousands to over \$10 million
- 2 new employees in the past 30 days in assembly and manufacturing

With the support from Rochester Works Nexus is now looking forward to exceeding its goal of \$4,000,000 in sales for 2008. Nexus will be providing 6-12 new employment positions in Sales, Engineering, Assembly and Operations as result of growth.

Again I would like to thank the Rochester Works/Finger Lakes Wired grant team in working with Nexus. You supported our small business though the entire process. I look forward to continued support from your team as together we continue to build a bright future for Rochester, New York.

Sincerely,

A handwritten signature in blue ink that reads "Eric Sargent". The signature is fluid and cursive.

Eric Sargent, President