

February 28, 2021

To whom it may concern,

This testimonial related to my experience with both Rob Mosley and Next Level Exchange.

### **Background**

I am the President of Specialty Staffing at EmployBridge, we are the largest light industrial staffing company in North America. My role has responsibility for approx. \$1B of revenue through our ProDivers, our transportation business; RemX, our professional staffing business; Decca and Resdin, our energy brands, and our two franchise brands, Remedy Intelligent Staffing and Westaff.

Rob has been either a colleague or a supplier of services to me since 2003. I'd focus on three things in particular:

#### **1 - Provision of Development and Coaching to Inside Salespeople.**

Rob and I worked together at MRI for 4 years from 2003. I was the Senior Vice President of Field Operations and he was the Chief Learning Officer. Together, we had responsibility for providing services to 1,200 Franchisees in 50 countries, with around 900 in North America. The vast majority of the development work was provided for inside salespeople.

Four specific highlights stand out:

- Rob introduced a remote learning program, moving away from in-person, classroom training to learning via video conferencing and online interaction.
  - While some of the services were provided free to Franchisees, he also introduced an upgraded "paid-for" program, which consistently sold out. Franchisees supported the program by investing in the program.
  - As part of a brand refresh, he introduced the concept of value selling, changing the inside sales role from a tele-sales role to a business partner.
  - We built a Global Elite program, centered on the 50 largest Franchisees globally. This program both helped to retain and grow key employees. Again, Franchisees invested to develop their teams.
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## **2 - Performance Coaching and Management Development.**

I joined EmployBridge in 2014 with a brief to rebuild a franchise division in turmoil. Rob was the very first person I called with a request to "help".

We focused on building a program we branded as Top Gun, aimed at the top 15 or so salespeople/leaders in our largest Franchisees. This program is now entering its fifth year, with a whole new wave of delegates entering the program. The program did so much more than teach the best salespeople how to become better, it brought them together as a team.

Sharing experiences, best practices and learning together - the program has been a mixture of in-person and remote learning. At one point, the Top Gun group delivered approx. 40% of divisional revenue. While working for different Franchise owners, Rob blended them as a team, and they regard him as a mentor, coach, and supporter.

## **3 - Practice What You Teach!**

Business relationships come and go, people change and so often don't deliver what they promise. I've always been demanding, very focused on outcome rather than input. If coaching doesn't deliver results, it's a waste of time and money.

Rob and his colleagues at Next Level Exchange have built a reputation based on both delivering what they promise but also practicing what they teach.

What does that mean? It means living by the values they teach, putting the business practices they espouse into action and always over-delivering.

I can honestly say that my business relationship with Rob has enhanced my career and developed my skill set. You'll enjoy the journey!

Please feel free to contact me for any further insights.

Sincerely,



Steve Mills

President, Specialty Staffing.

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