



## ***A MESSAGE FROM OUR DIRECTOR OF SALES – ROB CERVANTEZ***

*When Larry Stuart, Jr. first interviewed me for the position of Director of Sales, he made it clear that he had specific expectations for this position. His visions went well beyond sales quotas and metrics. I knew then that I wanted to be a part of this company. I also believe, like Larry, that it's not only my job to make sales for the company, it is also my responsibility to further our vision by offering the ultimate in customer service, building lasting relationships and communicating our superior technology and value to the industry. It's been over a year now and I haven't looked back!*

*One of the many things that I appreciate at CMS is the way we do business. We have designed equipment that, feature for feature, leaves the others behind and keeps our customers loyal. Our equipment is documented to cremate faster, safer, quieter, and uses less fuel than any other unit in its class. These are facts, and don't need to be predicated by fancy rebate offers, or trade-ins. This brings up another thing that sets CMS apart from the rest. Our marketing philosophy is nothing more than the communication of our products and their capabilities and value, not the shady, used car sales tactics used by some just to get a yes. This means so much to me because our sales approach is not a short-term approach that is focused on simply getting the sale, it is the foundation of a long-term partnership that we develop with our clients.*

*I have learned that in this industry the relationship means much more than the immediate result. With companies that I have worked for in the past I was often frustrated that I could never find a good reference to pass along to prospective clients. It is very reassuring to a prospective client to be able to call or even visit one of our current "family members" and just about anywhere they are located, we have other clients for them to connect with.*

*Because the cremation industry is growing and changing so quickly, I am glad to be a part of it, especially with a company like CMS because they continue to prove that business can be done successfully and with integrity.*