

6th September 2000

Mr D. Ferrier
Elite Conversions
2 Tate Street
South Perth

Dear David,

RE: Sales Conference

Thank you convincing me to attend the conference with Ben. We both enjoyed the 2 days, finding it to be highly thought provoking.

We knew we were not good salesmen but to be honest we didn't realise how poor at communicating we were. We applied some of the simple common sense techniques immediately after day one. At present we are at the consciously competent stage and intend to become unconsciously competent in time (If we keep practising).

The knowledge gained will help me equally in personal relationships and in business. I would recommend this course to anybody who wishes to improve themselves or their staff (except other Kitchen Companies). The communication component of this course should be part of the school curriculum.

Your Faithfully,



Robin R. Hall
Managing Director