



REF:ay/ah/elite2212/G:personal/correspond

22 December 1999

David Ferrier's  
ELITE CONVERSIONS  
2 Tate St  
South Perth  
WA 6151

Attention: David Ferrier

Dear David

**RE: TWO-DAY SEMINAR**

Thank you for your exciting presentation and enthusiastic interaction with our Sales Force. I am personally pleased to have committed our company to the two day seminar.

Conversion rates have been closely monitored by our organisation. At 30% conversion the advertising cost per lead is \$65 and the advertising cost of each sale is \$215 (6.3% of sale).

Recent surveys of lost sales reveal that 40% of losses are to recommendations and referrals, closely followed by 38% to the performance of Sales Executives. Only 12% of sales were lost to price. We now rate the Sales Executive's performance as our priority.

Committing seven Sales Executives and three Administration and Marketing staff including myself to the two day seminar was the most cost effective decision I have made this year. Within two days of completion of the course we have increased our conversion rates even after allowing for the summer seasonal trend.

I would thoroughly recommend the seminar to any marketing organisation who is striving to decrease advertising and marketing costs by increasing conversion rates

Kind regards

A handwritten signature in blue ink, appearing to read "Alwyn Healy".

Alwyn Healy  
Managing Director