

## To Whom It May Concern

CDM Office Supplies is a division of CDM Australia, a leading Stationer and office supplies retailer in Perth and country areas.

My role as Commercial Sales Manager is to increase the sales of our team and this is when we decided to employ David Ferriers Elite Conversions.

David implemented new procedures to develop new business, and to increase the skills and confidence of our sales team.

David Ferrier worked closely with our sales staff, implementing new sales scripts and training them to use there new skills to there best ability. The scripts covered all the finer points of getting to the right decision makers, make their presentation and how to close successfully.

David also initiated new monitoring procedures and weekly and monthly incentive schemes for sales team that made them a lot more motivated to succeed.

Elite Conversions has made a huge difference to the way we do our telephone selling, by increasing the confidence and skill levels in the staff and therefore increasing sales.

I am positive David can make a difference to your company, by increasing sales and giving your staff the necessary skills they need in a very competitive market place.

## Highly Recommend



Kim Luckhurst Sales Manager

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