



29<sup>th</sup> August 2000

To Whom It May Concern

Recently Crystal Waters Irrigation was approached By Mr David Ferrier of Elite Conversions, for an appointment to visit us with regard to training for sales.

I was and am still reluctant to take calls from canvassers at work and usually filter these calls, but I spoke to David Ferrier, and despite my apprehension, after a short discussion, I sensed he was "slightly different" in his presentation on the telephone. I agreed to his visit and was enthused with his presentation, and arranged for one of our sales staff to attend his course, even though the financial outlay was one which I initially had reservations about, being a small business in a seasonal industry, one has to be aware of costs.

The course has come and gone, the difference is monumental, not that our salesman was not enthusiastic about his work, it was probably more that he was using the wrong tools. Since he has had the benefit of the advice and guidance on the course, there has been a marked improvement in the enthusiasm, it is still there, but in a more focused way, analysing, discussing and preparing for each call to maximise the possibility of winning that sale.

I am pleased to offer this testimonial freely, and would confirm satisfaction with the end result, and we will do our share to maintain the momentum to ensure we reap the continued benefits of what we now feel to be a worthwhile investment.

Ian M. Sinclair

A handwritten signature in dark ink, appearing to read 'Ian M. Sinclair', written in a cursive style.

**Partner – Crystal Waters Irrigation**