

Mr. D. Ferrier
Elite Conversions
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Dear David

At your request we are happy to provide you with some positive feedback related to the nine staff which we had attend your training courses earlier this year.

As you are aware we had three participants on each of three separate courses spread over approximately four months.

As I was among those present I can speak highly of the value obtained by all attendees at the summary meetings which you held in our offices. These meetings were held both prior to each course and again after each course. They were attended not only by course participants but also other interested staff from sales, administration and management.

However as I have not attended the actual course we felt it best to quote the written feedback which we have received from four of our course participants. It is worthy to note that each of these participants are of mature age and already had considerable years of sales experience with a high degree of success.

"since completing the course not only have I become more confident in dealing with people but also find that I enjoy Sales more. There are many different ways of interacting with various people and it has become a challenge for me in working with the various personalities I come across. I can now deal with each of them in a variety of ways.

I have also gone back to the basics of Sales which I have taken for granted over the years."

"the course has definitely improved my listening skills and this has enabled me to build a better rapport with my clients"

"since I attended your sales conference in January 2002 my confidence as a sales consultant with the Expo Group has improved greatly and in May I had my best sales month ever. It has helped me to obtain new business through referrals from my existing clients"

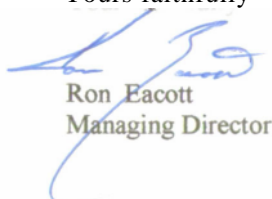
"what I found unique about your sales approach was the emphasis placed on behavioural change and the tools to manage and monitor such changes in ourselves.

Another unique aspect is that it is a two day sales course spread over seven days giving us a chance to practise what we learnt on day one over the next six days before day number two.

This reinforcement of change has certainly helped my sales people to become more aware and enthusiastic about the non verbal side of selling"

In summary we have been extremely satisfied with the outcomes from the course and feel confident in recommending it to others.

Yours faithfully



Ron Eacott
Managing Director