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To Whom It May Concern:

RE: DAVID FERRIER'S ELITE CONVERSIONS TRAINING COURSE.

I have recently completed the above course with David Ferrier.

As a sales person for many years I have attended numerous sales training courses, and more recently as the manager of my own sales team have considered various courses for appropriateness for my team.

I found David's course to be excellent. It is quite unique in many of it's aspects and is definitely very practical and relevant for sales people in "face to face" contact with their clients. There is no doubt that any sales person who implemented the content of David's course must significantly improve their results.

I would not have the least hesitation to recommend the course to any sales people.

Yours Sincerely,

A handwritten signature in blue ink that reads 'Bill Keenan'. The signature is written in a cursive, flowing style.

Bill Keenan
Licence/Principal