

Fluid Connectors (WA) Pty Ltd  
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Elite Conversions

13 April 2004

Attn: David Ferrier

Dear Sir,

My thanks for the enthusiasm and positivity you brought to the recent sales seminar I attended. It was very well structured and even someone old and cynical such as myself found something of value to use in both my personal and business life.

Fluid Connectors (WA) Pty Ltd is a production engineering company selling into the hydraulic service companies in Australia and New Zealand. The type of individuals we must deal with are generally hardened hydraulic fitters with very little time for anything superfluous to their desired outcome. So, your course demonstrated some very good techniques in rapport building, overcoming objections, and identifying our "unique selling benefits", so that we might sell on aspects other than price.

Having built a successful business prior to my current endeavours I had not seen any need to attend a course to show me what I felt I must already know, however, I found some very interesting material which only added to that knowledge I unconsciously possessed already.

I could recommend your seminar to the complete sales novice, or to a weary old campaigner such as myself, to whom it was demonstrated that there is always more to learn.

Again, thanks for your efforts and energy.

Best regards,

Steve Brown.  
Director.