

David Ferrier
Elite Conversions
2 Tate St
SOUTH PERTH 6151

Dear David,

Just a short note to let you know feed back and early results from your ELITE CONVERSIONS seminar held over two days in August 2000.

As you know myself and four other staff attended, two of our younger staff have never had any form of open forum sales seminar and appreciated the chance to get involved. Other staff members have had over 15 years working in a sales environment representing to an established distributor base.

In an environment which is always changing the ability to use good people skills is paramount, your coverage of this on the first day was very useful and much has been learnt by all and put to use.

Part two of the seminar focused on the psychology of the sale, we gained valuable training in this part of your course especially with "TO EXPENSIVE" objection and your method of working with this.

Overall David your ability to present your Seminars in a professional but lighthearted manner was excellent. The interaction between teacher and students proved this. As a team we have been using what we learnt from your course, having the binder to review daily keeps us in touch with our goals and affirmations.

Best Regards



Michael Trimble
(State Sales Manager WA)

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