



HUGHMARK
QUALITY FURNITURE PTY. LTD.
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To Whom it May Concern

Our Operations Manager and myself attended David Ferrier's Elite Conversions Conference in December 1999, with some scepticism.

However, from David's course we have:-

- a) Been able to recognise and rectify many roadblocks we unknowingly used in our daily communications.
- b) Use listening skills, paraphrasing and reflective responsive techniques which have showed definite positive results in our customer communications.
- c) Developed more positive attitudes through the segment with David Doyle (which was excellent) and using affirmations, which have also given those around us a more positive attitudes.

"Listening to Yourself - The Power of Positive Self Talk" we saw as the most powerful section of the conference, as working through that has given us the right attitude to take on all the course content, and adapt it to our workplace, daily routine, and professional and personal relationships.

We work in a small business, and are both involved in production, operational and administration duties, which includes continual communications with our customer base, along with marketing, promotional and showroom selling.

Our relationships with our customers have improved since undertaking David's course, and our sales conversion rate has definitely increased.

I would recommend David Ferrier's Elite Conversions Conference to anyone considering improving the interpersonal and sales skills of themselves or their staff.

Bev Letton
Administration and Marketing Manager

20th Jan. 2000

