

23 July 2001

David Ferrier
Elite Conversions

Dear David

RE: ELITE CONVERSIONS COURSE

I recently attended the abovementioned course with 6 members of my sales team.

I am a firm advocate that every training course you attend will supply you with some information that will increase your opportunity to make more sales. Even if you only get one new idea, that's one new technique you didn't have before you attended.

Your course was full of exceptional techniques that are integral to the success of any salesperson. I was reminded of many things that I sometimes forget to do and I was enlightened to many things I have never done.

This course will increase the potential of any and all salespeople who attend. The important factor in discerning its level of success is the ability to continue practicing those ideas that you receive.

I can happily report that my sales team has recorded sales over budget for the last six months. Whilst the course is not the sole contributing factor I am sure that it has played an important part.

Yours faithfully



GLENN GRANTHAM
Licensee/Director