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To Whom It May Concern:

David came to me recently through a referral from a mutual and respected client as he needed some photography for his corporate image and company profile.

Benjamin Liew Photography is dedicated to delivering top quality images with the least fuss whilst having a fun and memorable experience.

I immediately saw the benefit of David Ferrier's sales training after looking at his presentation folder and reading his testimonials. The first thing I recall thinking was "How good would it be for me as a photographer to have a folder to show potential clients the images I have taken and the awards I have won, as well as the articles written about me and client testimonials". My industry is all about visuals and it's useless trying to explain how a photograph looks. David and I struck up a deal, I helped him with his corporate images and he helped me understand how to promote and sell.

I found the listening skills and reflective responses to be helpful in both my business and personal life.

I have also found a lot of use in the structure of the selling process, from introducing yourself and "proving" yourself through to testimonials that help the customer feel comfortable with you and trusting that their image is in good hands.

The locations at which the conferences were held at were also spectacular especially Mt Lofty house. I will be going back there given the opportunity as it is gorgeous.

I found David's delivery of his material to be easy to understand as he himself has a good understanding of it. Repetition methods worked and I was kept alert through David's lively and animated delivery.

I highly recommend the course to anybody who wants to get an understanding of the sales procedure that has worked time and time again for David and listening to clients (as well as friends and family) to enrich your life.



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