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25<sup>th</sup> February 2003



To whom it may concern,

## **RE: DAVID FERRIER'S ELITE CONVERSIONS**

I wish to congratulate David on a most interesting and informative training seminar. The importance of personal development and the different direction in which this course offered has put our sales team ahead of our competitors.

Using these techniques immediately in the field, we have seen a significant increase in appraisal conversions, from our most experienced salesperson to our younger trainees

Thankyou David.

**GEORGE KIRITSIS** 

**Principal**