

David Ferrier
C/ Elite Conversions
Unit 13 - 19 Delamore Ave
South Perth, WA
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Dear David

I would just like to say how much your course on Elite Conversions has positively affected members of Summit Fertilizers Sales Team who attended. Certainly from my own point of view, I began to become very conscious of customer's body language and my own use of "road-blocks" when having conversations. I also consider the follow-up by your self has helped maintain the improvements and initial enthusiasm of the sales team members that attended the course.

A few comments from others that attended the course include the following;

"I now ask for the order. Sounds basic but as David said, 48% of sales people don't ask for the order and I was one of them. Not because I was afraid to but I think I have now got my head around the fact that I am a fertilizer salesman, not a bloke who gives advice about plant nutrition. I can do that as well, but the major purpose is to sell fertilizer."

"Looking at body language and making an assessment whether there is a possibility there is a problem with the presentation or just that the person is feeling more comfortable that way. Enables me to try and delve further to see if there are any real objections."

As such I would be more than happy to recommend the Elite Conversions Sales Training Course to any Manager who wants to see a sustained positive change in the members of their sales team.

Sincerely,



Jeremy Liddle
Sales Coordinator