

March 30th 2000.

David Ferrier's  
Elite Conversions  
2 Tate St  
South Perth 6151

Dear David,

Firstly, thank you for your excellent two day workshop, which I attended with my two sales staff.

I have attended other sales training conferences in the past, but they have all paled into mediocrity when compared to your "Elite Conversions" conference.

The workshops content, your excellent presentation of the material, and the manual for future reference are now an invaluable asset of my business. You have picked the eyes out of selling and given us the best sales techniques that are proven in converting enquiries to "won" sales.

I now have the nuts and bolts to build a powerful proven sales system for my business. Myself and my sales staff are now better equipped to understand our customer's and result in them purchasing from us and not our competitor's.

David I wish you well in showing others the right way. I just wish I had met you earlier in my business life.

Best regards

  
Richard Blaquiere  
Managing Director.