

transforma

THE *complete* BEDROOM SPECIALISTS

20 July 1999

Mr David Ferrier
34 Netherby Ave
Netherby 5062

Dear David,

I'm writing to you to give some feedback about the sales training conference, hosted by you, that Tim recently attended.

Tim found the section on body language very interesting, and thinks it is already helping him gain extra sales through the conscious removal of barriers to communication, and making the customer feel more comfortable.

While instruction on techniques is always helpful, I feel that the greatest benefit to a salesperson is the motivation achieved through exposure to someone so obviously excited by selling - as you are.

I wish you good luck with your Elite Conversion Rate Conferences in the future.

Regards,



John Wood.