

A&R Computer Services

(member of the Arcom Group of Companies)
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Thursday, September 08, 2005

To whom it may concern,

Re: Elite Conversions Sales Training

As the Store Manager of the A & R City Store, I attended David Ferrier's Elite Conversions Sales Training of a four evening period. I found this training to be inspirational and very informative. David himself delivered this training with both professionalism and enthusiasm.

David's approach covered the entire gambit of "making the sale" from the initial meet and greet to the closing. His ideas and techniques were not only appropriate to the computer retail industry but also simple to implement and easy to maintain.

Since the completion of the training my sales team and I have put into practice what David had taught us and there was not only an immediate increase in our confidence but also an increase in our sales.

I would highly recommend Elite Conversions to any sales team that wishes to increase its productivity.

Yours faithfully



Barry Taylor
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