



Adelaide  
Balustrade  
& Fencing

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Mr David Ferrier  
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Level 24  
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### **Re: 2 Day Sales Workshop**

Thank you David for bringing to my attention your 2 day sales seminar / workshop which I attended with my two Sales Staff and Office Administrator. Your positive, enthusiastic and well structured presentation left us all wanting more! We all found something of value to use in both our personal and business lives.

The content of the workshop, your professional presentation of the material and the manual provided for future reference are now invaluable assets to Adelaide Balustrade & Fencing. We now have the techniques to build a more powerful sales system for the company.

Our sales staff have improved their sales techniques and conversion rates by being more aware of themselves and of the customers needs by spending more time building rapport, reading body language, using attending and following skills and using reflective responses.

We are currently using David's expertise and advice in the process of building our Sales Manual (with visuals) to enable our sales team give a consistent and professional sales presentation everytime.

I would definitely highly recommend your workshop to anyone who wishes to excel in both their professional and personal lives.

Once again thank you David for the workshop and I wish you good luck and every success for the future.

Best regards

**Richard Johnston**  
(managing director)