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20 January 2000

Elite Sales Conversions

Attention: Mr. David Ferrier

Dear David

Since attending "David Ferriers Elite Conversions Sales Conference", in December 1999, my ability to successfully close sales has improved tremendously.

I really enjoyed the workshops during the conference, which gave me exciting ways of using the skills you taught.

Now when I attend to quotations, I have confidence in communicating well and using the sales techniques to close the sale.

David, thank you for effectively teaching me the skills I need to becoming the "Elite Sales Professional". I will have no hesitation in recommending your Sales Conference to fellow business associates.

Best regards

A handwritten signature in blue ink, appearing to read "Shane Clare".

Shane Clare
MANAGING DIRECTOR