

**David Ferrier's**  
**Motivation and Subconscious Programming**

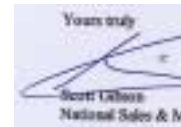
The conversation we have with ourselves is important to analyze. We listen to ourselves more than any one else, research indicates that we process approximately fifty thousand thoughts a day. This research also indicates that there is a direct correlation between the quality of those thoughts and our performance levels. We can be hypnotized to believe a pen weighs five hundred kilograms, the subconscious over rides the conscious. It is responsible for our successes and our failures. Is it fate or do we create it? The audience is spellbound to learn that the subconscious is like a computer, we can easily hypnotize ourselves and program our minds to achieve what we want.

This **passionate, motivational, enthusiastic and professionally tight speech** (see testimonials) talks about how many people have told us who we should be, think and what we should achieve. "Its time to let go, yes its time for us to measure our ability by our standards not other peoples standards, to form our own expectations of what we believe we can do, not to grasp the expectations that others have of us. We control our fate, our happiness, and our attitude through that small but sometimes destructive little voice"!

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What a refreshing journey! Your style and approach has, from the first day, a very positive effect on the way both Christy and Alastair have towards their work.



I wish to sincerely thank you for your moving presentation on "Positive Selling and Over Coming the Price Objection" at our recent national conference.

I asked for something that would inspire and got exactly that. Our state managers have gone back to their respective states full of positive affirmations never again to utter the word of price.



As you are aware, we sent 6 of our sales team including our sales manager to your seminar all of whom were very impressed with the content and presentation and most importantly, came out with renewed enthusiasm as a result. They all thanked me for sending them (even though some went on Saturday!) and all expressed a great deal of satisfaction at what they had seen.



In all three participants I have noticed a great improvement in their self and belief confidence in their own ability.



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

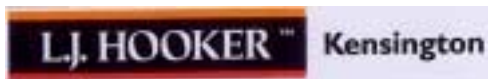
The workshops content, your excellent presentation of the material, and the manual for future reference are now an invaluable asset of my business. You have picked the eyes out of selling and given us the best sales techniques that are proven in converting enquiries to "won" sales.



Thank you for talking me into this Elite Sales Conference. I didn't realise how much confidence I would gain from your presentations. The workshops were well organised and run. Before I go into a meeting I read the appropriate section and this gives me the confidence to handle any situation.



Since the completion of the course, not only have I noticed a considerable increase in the attendees motivation towards their jobs, but also in their attitude towards selling. It is almost like they are not the same people.



In reference to this course it was an experience NOT TO BE MISSED and one I thoroughly enjoyed. The level of motivation was outstanding and the delivery BRILLIANT. Having done and been a "Future Champion" and having entered "The Champions Program" one can not compare the two programs. The similarities are many and yet VERY DIFFERENT.

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**Contact Details:** David Ferrier's Elite Conversions Ph: 0413 124 296